AUGUST 29, 1955

35c PER COPY

BROADCASTING TELECASTING

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24TH
year

MAXIMUM NUMBER OF TV HOMES
IN THE RICH MARKET OF

RICHMOND
PETERSBURG AND CENTRAL VIRGINIA

No matter how you get your TV set count, you just can't cover more TV homes in Central Virginia than those reached by WXEX-TV!

WXEX-TV has maximum tower height—1049 ft. above sea level. It's 943 ft. above average terrain—more than 100 ft. higher than any station serving the Richmond market. And WXEX-TV has maximum power—316 KW.

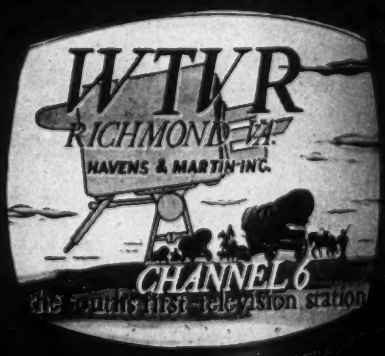
Obviously, WXEX-TV covers the maximum number of TV homes in this rich market. Ask your Forjoe man for the whole exciting story of this new basic NBC-TV station for Richmond, Petersburg and Central Virginia.

WXEX-TV
Basic NBC-TV Network – Channel 8
Tom Tinsley, President Irvin G. Abeloff, Vice-President
Represented by Forjoe & Co.

WTVR

CHANNEL 6

CBS ABC

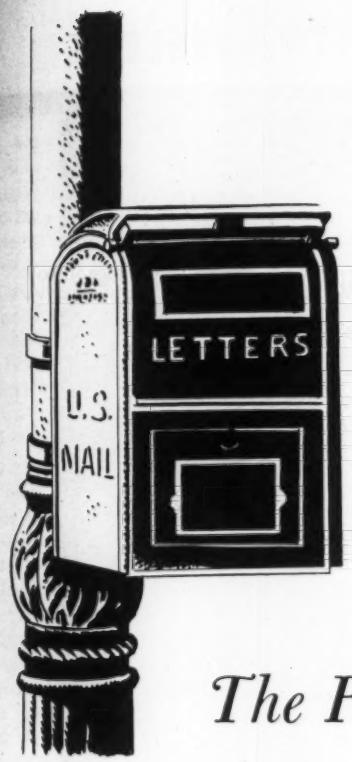


WMBG AM **WCOD** FM **WTVR** TV

6

IEL 6

BC



The Pulse of Public Service

WHIM's audience ratings speak for themselves—but *sales effectiveness* is much more than a matter of audience.

Equally as important is a station's position within the heart of the community which it serves.

Our files are filled with thank-you's for the work done by each of the members of the WHIM family serving as volunteer workers, board chairmen, co-directors or trustees of such civic organizations as

- *Citizen's Committee for Redevelopment*
- *East Providence Free Public Library*
- *Brown University Alumni Association*
- *Big Brothers of Rhode Island* • *Junior Achievement*
- *Providence Lying-In Hospital* • *World Affairs Council*
- *United Fund* • *Blue Cross of R. I.* • *Urban League*
- *Providence Chamber of Commerce* • *Civil Defense*
- *Crippled Children and Adults* • *Rotary Club*

WHIM has won literally scores of awards from such nationally known organizations as the Alfred P. Sloan Foundation to such important local institutions as St. Joseph's Hospital and the American Legion Women's Auxiliary.

NO WONDER RHODE ISLANDERS LISTEN TO

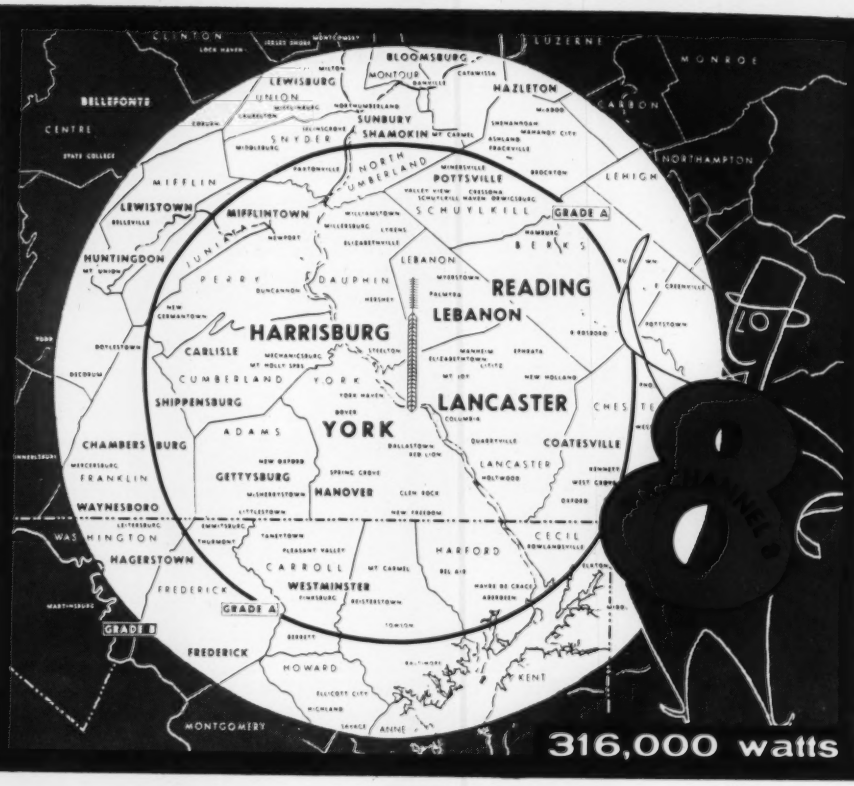
BELIEVE IN

WHIM

Call Bob Engles, George Taylor or any HEADLEY-REED Kettell-Carter, Boston representative.

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

AMERICA'S 10TH TV MARKET



WGAL-TV

LANCASTER, PENNA. NBC and CBS

STEINMAN STATION Clair McCollough, Pres.

The WGAL-TV multi-city market area is comprised of 912,950 TV sets owned by 3½ million people who have $5½ billion to spend each year. For maximum sales in a multi-city market, advertise on WGAL-TV.

Representatives: MEEKER TV, INC.

New York Chicago San Francisco

closed circuit.

"CLASS B" V'S? Plan gaining impetus in FCC circles would create new "Class B" vhf stations to be dropped in with reduced mileage separations and antenna heights, without disturbing coverage of existing v stations. Present licensees (plus ultimate victors in still pending hearings) would be protected under "grandfather" clause assuring them no service would be subtracted. Existing uhf stations in mixed markets likewise would be given priority on drop-in "Class B" v's under this plan, which may be broached when FCC reconvenes after Labor Day.

B•T

"CLASS B" plan, regarded as having substance because it would relieve some pressure on de-intermixture, might ease burden in seeking uhf assignments for industrial and safety purposes, and call off persistent military effort to pre-empt channels in vhf 2-6 range. Moreover, it's felt it would give comfort to fm proponents who resent covetous glances of uhf telecasters seeking vhf spectrum space through conversion of portion of fm range.

B•T

MICKEY MOUSE SRO • ABC-TV's upcoming *Mickey Mouse Club* has just about reached membership ceiling. It's 19/20ths sold out, with Coca-Cola picking up two segments and General Mills, already signed for six, teaming with Vicks Chemical Co. to co-sponsor another. They join Tv Time popcorn, Mattel Inc. (toys), S. O. S. (cleanser) and others signed earlier to bring advertiser roster to 14 and leave one weekly segment remaining to be sold out of weekly total of 20. Officials estimate 14 advertisers already set represent $14 million in billings, say that "never before have so many paid so much for something they've never seen." Show goes into Monday-Friday 5-6 p.m. period, starting Oct. 3.

B•T

WHILE WHAS Louisville remains only holdout on new station compensation agreement with CBS Radio, it does not object to rate provisions, removing block in printing of new CBS rate card. But negotiations were reportedly still in progress on compensation agreement, carried on at highest level by CBS President Frank Stanton and Courier-Journal & Times *Publisher Mark Ethridge. With return of President-Editor Barry Bingham from Europe last week and expected return this week of WHAS-AM-TV Vice President and Director Victor A. Sholis from vacation, decision may be forthcoming shortly.*

B•T

400% MELON. Screen Actors Guild's victory in winning extra payments for the first re-run of tv entertainment films will boost residual payments over $2-million mark in next 18 months, union sources claim. In last comparable period under old contract, residuals to members totaled about $550,000. Significance: Tv film packages will cost stations and advertisers just that much more; other labor interests contributing to final product are getting ideas (story page 77).

B•T

OFFICIAL recognition likely to be given radio as only means of contacting public when power is off during disasters as result of New England floods. Public officials were impressed by radio's role as isolated areas depended solely on messages fed to auto sets and portables by stations powered with auxiliary generators. Vivid though unscheduled demonstration expected to bring new appreciation of oft-slighted Conelrad alert system.

B•T

PIX FIX • It wasn't emphasized in press coverage of American Bar Assn., but test of flashless newspaper cameras at mock court trial was flop. While cameras didn't blind lawyers, cameramen swarmed over room and took over 300 photos, convincing most ABA observers they wanted no picture-taking in courtrooms. While tv crews at ABA House of Delegates were in background and convinced delegates they would not upset decorum, a notable victory, it may take decade before visual coverage of trials becomes commonplace.

B•T

CHARLES ANTELL Inc. (hair preparations), Baltimore, renewing schedule of 78 one-minute announcements on NBC Radio's Monitor *weekend series. Gross billings represented in Antell business said to amount to $103,000. Agency is Joseph Katz Co., Baltimore and New York.*

B•T

RADIO ROVER • FCC Chairman George C. McConnaughey, now in Europe on his quasi-official tour, has been hitting some of high spots. Among top level sessions held were: Briefing on overall NATO situation with emphasis on communications from Gen. Alfred M. Gruenther; conference with communications officials of Sweden, now planning introduction of television probably under joint ownership of government and private interest; indoctrination in international communications matters at International Telecommunications Union headquarters in Geneva, and tour of BBC's domestic and overseas facilities last week. Chairman, accompanied by Mrs. McConnaughey, left Washington July 22 and expects to return Sept 2.

B•T

REPORT from Chairman McConnaughey on last leg of European tour (he embarked last Thursday for trip home): "From what I have seen to date, we have a far finer operation for the public than that which I have witnessed [government owned European systems]. The hue and cry they put out is the horror of 'commercials'. I have been combatting that argument to the best of my ability. It has been an interesting experience indeed."

B•T

SOUTHERN COMFORT • U. S. film packagers are eyeing new money in growth of foreign commercial tv markets, especially Latin America, which means fresh runs for earlier American series. Ziv already has major operation in Mexico City for dubbing Spanish sound tracks on such packages as *Cisco Kid, Boston Blackie, I Led Three Lives, Mr. District Attorney* and others.

B•T

IN COMPLIANCE with statute which requires FCC to hold formal meeting at least once each month, Commission will convene this Wed. (Aug. 31) despite its technical "recess" until after Labor Day. Indications are that all members except Chairman McConnaughey and Comr. E. M. Webster will be present. Mr. McConnaughey returns from Europe Sept. 2; Comr. Webster flew to Europe Aug. 26, as chairman of American delegation to Baltic and North Sea Radio Telephone Conference in Goteborg, Sweden, which begins Sept. 1 and may run about month. It's expected that only routine business or matters having time limitation will be considered.

B•T

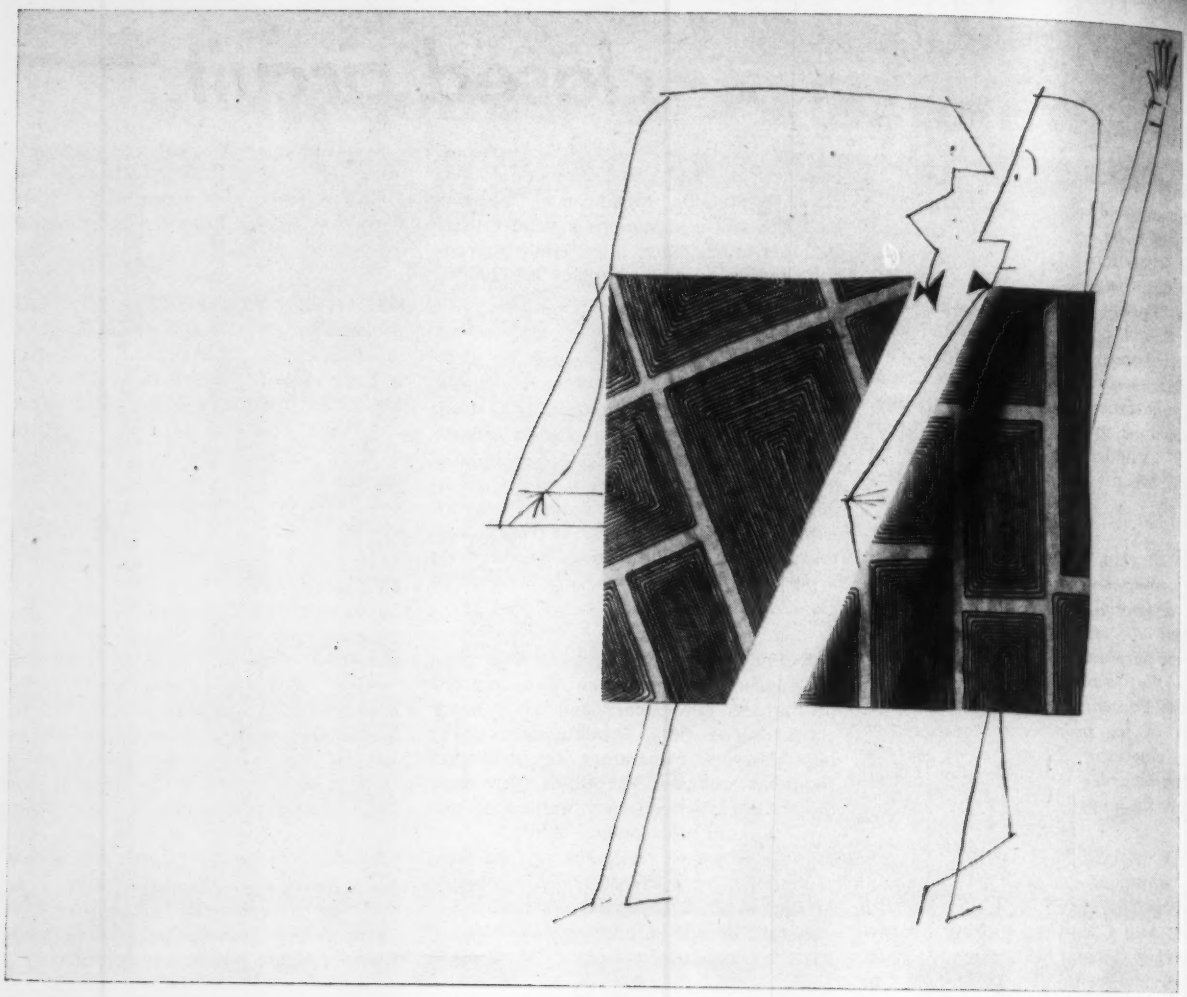
FLIGHT DOCTOR • CBS Inc. President Frank Stanton left New York for Europe last Friday to take in electronics fair at Dusseldorf, Germany, and also visit company offices in London and Paris. Trip will take about 10 days.

B•T

IN ONE of his rare speaking engagements, FCC Comr. Rosel H. Hyde this Wednesday will address Washington Lions Club on tv allocations outlook, implementing proposal he laid before FCC last month [CLOSED CIRCUIT, *July 11; story July 25*]. *He is expected to (1) cite need for an allocation that will encourage development of tv on sufficient number of channels to provide comprehensive long-range service; (2) need for comparable facilities for competing networks in major markets.*

B•T

DOUBLE INDEMNITY • If things go as planned, part of Philip Morris' promotion of its bright-hued cigarette package, being re-designed with eye to color tv (story, page 35), will be conducted via CBS Radio's also brand-new segmentation sales plan [B•T, Aug. 22]. Negotiations in progress looking toward PM sponsorship of parts of network's three name-talent, segmentized-selling strips: *Bing Crosby Show, Amos 'n' Andy Music Hall,* and *Tennessee Ernie.* PM Agency: Biow-Beirn-Toigo, New York.



Do I know New Orleans Radio? Bought Some Time just the other day . . . in September, 1953

Sound like anybody you know? Buy *him* some time to give him a chance to freshen up a bit. Two years have made a big difference in New Orleans radio. That difference is spelled W-T-I-X.

Eleventh in audience among eleven stations then . . .
. . . *first* in audience among eleven stations now.
All-day average share: 20.2%. Second station: 11.9%.*

Primary reason: Mid-Continent management, effective 9/53, which meant new programming, ideas, excitement. It took ten months. That would place us in July, 1954. Your New Orleans radio orientation earlier than then? Get a refill . . . from National Rep Adam J. Young, Jr., or, WTIX General Manager Fred Berthelson.

* *Hooper Radio Index, 7 a.m.-6 p.m., Mon.-Fri., July, 1955*

MID-CONTINENT BROADCASTING COMPANY
President: Todd Storz

KOWH, Omaha
Represented by
H-R Reps, Inc.

WHB, Kansas City
Represented by
John Blair & Co.

WTIX, New Orleans
Represented by
Adam J. Young, Jr.

the new WTIX
New Orleans 16, La.

at deadline

SMALL-MARKET, AIR TRANSPORT GROUPS, UHF ASSN. PROTEST TV TOWER BOOSTS

THREE separate attacks on FCC's proposed increase in maximum tower height of vhf stations in Northeast (Zone I) from 1,000 to 1,250 ft. with maximum power developed over weekend. Opposition came from group of northeastern stations that plans to meet this week to rally small-market outlets and summon a governors' conference; from Air Transport Assn. of America and Uhf Industry Coordinating Committee. New 1,250 ft. rule effective Wednesday of this week (see page 73).

Calling regional small-market group meeting, scheduled at noon today (Monday) at Waldorf-Astoria, New York, were Aldo DeDominicis, WNHC-TV New Haven; Philip Merryman, WICC-TV Bridgeport, and Harold Thomas, WATR-TV Waterbury, all Conn. About 25 were expected to attend. Harry M. Plotkin is counsel for group.

Notice of meeting pointed out that FCC's policies have favored powerful metropolitan vhf stations, destroying opportunities for development of community or small-market tv service. Commission's handling of uhf problem follows this pattern, it's stated, making it difficult for uhf outlets to compete with vhf outlets, giving vhf constantly growing competitive advantages.

New "1250 rule" will make community station situation even worse, invitation notes. As to 5,000 kw proposals for uhf, point is made that transmitters are too costly for community outlets. Satellite station proposal opens another frontal attack on community-based programming, invitation explains.

To solve problem, regional group proposes to form committee to invite governors of Connecticut, Massachusetts, New Jersey, Pennsylvania and Rhode Island to convene public officials, legislative representatives and small-coverage interests in regional meeting to consider ways of reversing FCC policy.

Uhf Industry Coordinating Committee called FCC's action "incredible" and asked Commission to set order aside and schedule hearings. Committee said amending Zone I antenna height and power requirements "renders sterile" solemn commitments made by Commission concerning measures for remedying plight of uhf.

Increase in power for Zone I vhfs further heightens existing disparities between vhf and uhf, with chance for network affiliations less likely, committee said. Such measures for uhf relief as de-intermixture have been "clearly prejudiced" by this action, uhf group asserted.

Pointing to New Jersey, committee noted that not one tv station is in operation in this state because of "super-power" vhfs in New York and Philadelphia.

Air Transport Assn. of America asked FCC to postpone effective date of order (Wednesday) until Air Coordinating Committee submits recommendations for solution to problems posed by construction of tall tv antennas.

Association noted that subcommittee of ACC, Joint Industry-Government Tall Structure Committee, is presently studying conflicting interests of users of air space. Working group of latter committee is composed of representatives of tv industry, FCC, aviation interests and Civil Aeronautics Board. FCC Comr. Robert E. Lee and Civil Aeronautics Administrator Fred B. Lee are co-chairmen.

KSTP-TV, Ziv Co. Settle $500,000 Damage Suit

STANLEY E. HUBBARD, president of KSTP-TV St. Paul, has effected out-of-court settlement of his suit against Frederic W. Ziv Co., it was reported last week. Suit asked $500,000 damages or specific performance of an alleged verbal contract with Ziv to extend for 26 weeks station's present *District Attorney* film series agreement which expires Oct. 20.

In suit, Mr. Hubbard claimed that Ziv salesman, after promising to extend show, informed him series would go to WCCO-TV there instead because latter was willing to pay $50 more each week. KSTP-TV is paying $400 weekly. Mr. Hubbard said Ziv has agreed to continue show on KSTP-TV for extra 26 weeks. Had he lost program to WCCO-TV, Mr. Hubbard had contended, his station would have lost profit of $12,740 during period.

Neb., Okla. Farm Tv Data

ONE-THIRD of all farms in Nebraska and Oklahoma are equipped with tv receivers, U. S. Census Bureau announced Friday (see Kansas and Wisconsin county data, page 38). Of 100,846 Nebraska farms, 33,661, or 33.4%, have tv sets. In Oklahoma 41,695 of 118,979 farms, or 35%, have tv sets.

FUND RAISERS

BROADCASTING industry and its advertisers will support intensive two-week drive to help flood victims of northeast under sponsorship of Advertising Council, New York. Campaign was launched last Thursday. Objective is to arouse public to support Red Cross appeal for $8 million to aid 35,000 stricken families.

T. S. Repplier, council president, estimated total circulation and force of disaster drive will exceed equivalent of 100 national network programs. NARTB is cooperating in campaign. Networks and stations will contribute air time to augment commercial time donated by radio-tv advertisers.

Week after floods, WBZ-WBZA Boston-Springfield and WBZ-TV Boston announced simulcast to raise money for Red Cross. WBZ radio marathon extended to 24 hours, ending Saturday with all-night appeals. In Philadelphia WCAU-TV raised relief funds, one program drawing $500 in 15 minutes commercial time was used by Renaire's frozen food plan for appeals, with Bill Renaire, sponsor, donating $1,000 and supplying trucks to Red Cross work. (See flood story page 42.)

• BUSINESS BRIEFLY

MILLER GRID SLATE • Regular season of 12 New York Giants football games as well as three exhibition games will be carried by WMGM New York under sponsorship of Miller High Life beer. Schedule runs Sept. 24 through Dec. 11. Marty Glickman will handle play-by-play and Johnny Most will do color and other features of games. Exhibition contests are Sept. 6, 10 and 19. Agency is Mathisson Assoc.

AMANA, TUMS FOOTBALL • Amana Refrigeration Co., Amana, Iowa, reported Friday to have purchased half-sponsorship of CBS-TV Big 10 regional football tv slate, with Lewis Howe Co. (Tums) picking up other half. Five games to be aired on 40 or more stations starting Sept. 24. Oklahoma Oil Co., Chicago, reported dickering locally for quarter of NBC-TV national football tv program, to be offered on co-op basis.

WESSON DRAMA • Wesson Oil & Snowdrift Sales Co. to sponsor Tuesday segment of CBS-TV *Valiant Lady* effective Sept. 6, 52 weeks. Agency, Fitzgerald Adv. Agency, New Orleans.

Woolworth Series to Canada

EXPANSION of *"Woolworth Hour: What's New in Music"* to 47 stations of Dominion Network in Canada effective Sept. 4 announced Friday by CBS Radio which carries show in U. S. Canadian sponsorship also will be under Woolworth Co., through Lynn Baker Inc., N. Y.

Continental Buys KRKD, Plans Other Station Buys

SALE of KRKD-AM-FM Los Angeles by Mr. and Mrs. Frank P. Dougherty for about $500,000 to Continental Telecasting Corp., new firm composed of radio, tv and movie industry figures, which plans to acquire six additional radio stations and five tv outlets, announced Friday.

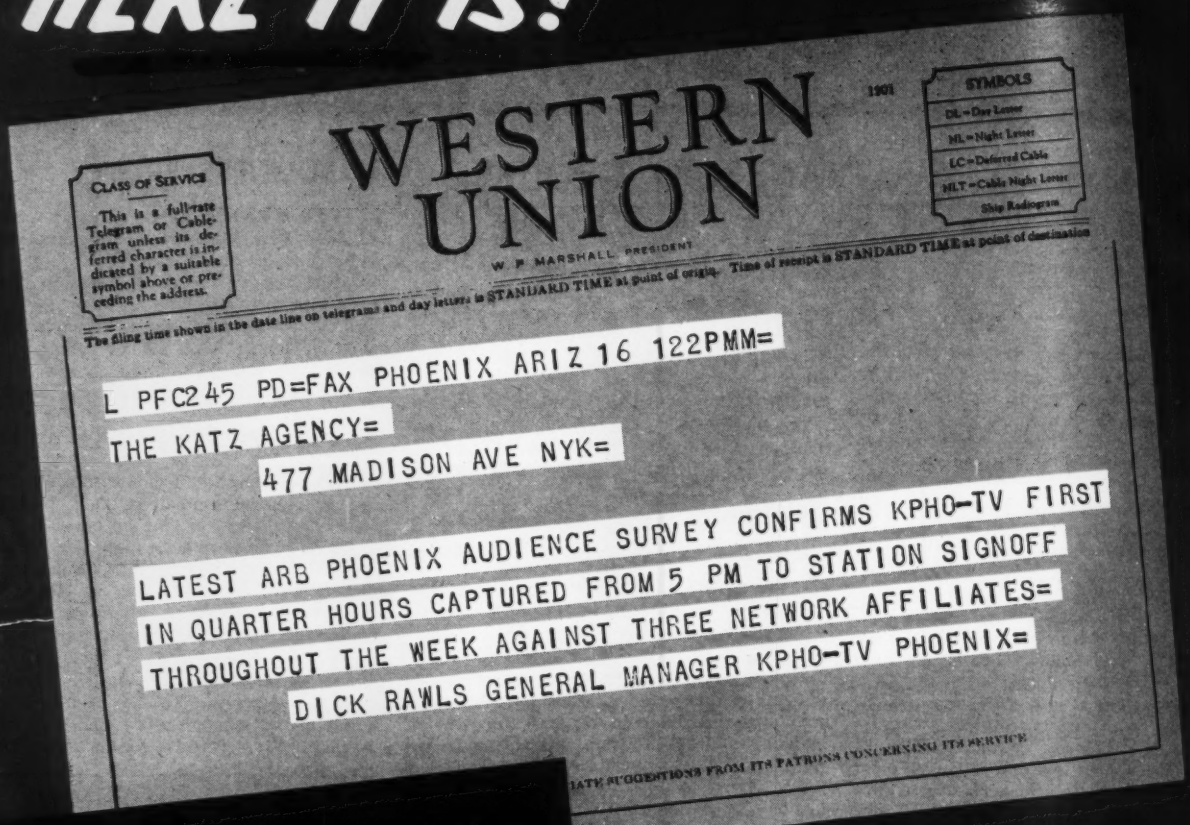
Continental ownership includes Albert P. Zugsmith Corp., west coast station brokerage firm; Arthur Hogan, president and 50% owner of Zugsmith, and Richard Simonton, operator of Pacific Network Inc., owner of Los Angeles Muzak franchise. Firm declined to reveal movie executives involved before application is filed at FCC within next fortnight. Mr. Zugsmith, board chairman and 50% owner of brokerage firm, is producer at Universal-International. Mr. Hogan also owns Universal Recording Co., and has investment brokerage firm in own name.

KRKD is assigned 5 kw day, 1 kw night on 1150 kc.

WPIX 'Adopts' Winsted, Conn.

TOWN of Winsted, Conn., almost totally destroyed in recent flood, has been "adopted" by WPIX (TV) New York as station's public service responsibility (see story, page 42). Station will contribute $1,000 to get fund started, according to Fred M. Thrower, vice president and general manager. Until further notice, all public service activities of station will be directed to flood relief for Winsted.

HERE IT IS!



WESTERN UNION

W. P. MARSHALL, PRESIDENT

1201

CLASS OF SERVICE

This is a full-rate Telegram or Cable-gram unless its de-ferred character is in-dicated by a suitable symbol above or pre-ceding the address.

SYMBOLS

DL = Day Letter
NL = Night Letter
LC = Deferred Cable
NLT = Cable Night Letter
Ship Radiogram

The filing time shown in the date line on telegrams and day letters is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination

L PFC245 PD=FAX PHOENIX ARIZ 16 122PMM=

THE KATZ AGENCY=

477 MADISON AVE NYK=

LATEST ARB PHOENIX AUDIENCE SURVEY CONFIRMS KPHO-TV FIRST IN QUARTER HOURS CAPTURED FROM 5 PM TO STATION SIGNOFF THROUGHOUT THE WEEK AGAINST THREE NETWORK AFFILIATES=

DICK RAWLS GENERAL MANAGER KPHO-TV PHOENIX=

IATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

This is the survey the entire industry has been awaiting since KPHO-TV became independent in a 4 station VHF market.

Percentage of quarter hour "firsts" from 5 p.m. to station signoff, Sunday through Saturday.

KPHO-TV	30.5%
Network Station A	21.5%
Network Station B	13.5%
Network Station C	

DATA VERIFIED BY A.R.B. — AUG. 16, '55

KPHO-TV

STILL 1ST in PHOENIX

MEREDITH Radio and Television STATIONS

affiliated with Better Homes and Gardens and Successful Farming magazines

KANSAS CITY		SYRACUSE		PHOENIX		OMAHA	
KCMO	KCMO	WHEN	WHEN	KPHO	KPHO	WOW	WOW
RADIO	TV	RADIO	TV	RADIO	TV	RADIO	TV
810 kc.	Channel 5	620 kc.	Channel 8	910 kc.	Channel 5	590 kc.	Channel 6
ABC	CBS	ABC	CBS	ABC		CBS	NBC

at deadline

Silent Stockton Uhf Outlet Decides to Resume Operation

UHF STATION that suspended operations last April because of financial difficulties was given FCC go-ahead Friday to resume operations following request by station. KTVU (TV) Stockton, Calif. (ch. 36), asked FCC permission to return to air rebroadcasting programs of ch. 40 KCCC-TV Sacramento.

Station, owned by Warren Brown, also notified Commission negotiations are in progress for sale of outlet to Harry W. McCart and Ashley L. Robison, owners of KCCC-TV. KTVU probably will function as full satellite of KCCC-TV, it was learned.

KTFS Texarkana Sold

SALE of KTFS Texarkana, Tex., by Arthur D. Smith Jr. to Robert S. Bieloh for $75,000 announced Friday. Transaction was handled by Blackburn-Hamilton Co. Mr. Bieloh owns 75% of KBLO Hot Springs, Ark., and is native of Texarkana. Mr. Smith is selling station to acquire full ownership of WMTS Murfreesboro, Tenn., in which he presently owns 60%. KTFS operates on 1400 kc with 250 w.

Freeman Elected to Tv Group

OTIS FREEMAN, chief engineer, WPIX (TV) New York, elected treasurer of Tv Broadcasters All-Industry Committee, succeeding Charles Singer who has resigned his post with Mutual.

Vhf Plan Clarified

LETTER circulated to FCC Commissioners Friday by Welch, Mott & Morgan contended that plan of Washington law firm and consulting engineer John Mullaney to provide "several hundred" additional vhf assignments [B•T, Aug. 8] would not require formal rule making proceedings. Queries on that point prompted letter which advised Commission that "In its discretion . . . [it] may immediately consider applications for construction permits for additional vhf facilities."

WTTV Seeks 1,649-ft. Tower

APPLICATION filed at FCC Friday by WTTV (TV) Bloomington, Ind., to move antenna site and erect 1,649-foot tower. New site would be at Trafalgar, Ind., about 20 miles southeast of Indianapolis. Present transmitter located at Cloverdale, about 30 miles from city. Sarkes Tarzian, equipment manufacturer, is station operator. Petition filed by attorney Abe Stein.

Oklahoma City Permit Deleted

PERMIT for ch. 19 KMPT (TV) Oklahoma City deleted Friday by FCC. Station began operating in November 1953 and suspended last February. Byrne Ross is president and R. L. Barton vice president. Tv permits deleted total 149, 119 uhf, 30 vhf.

WCTV (TV) Joins CBS-TV

AFFILIATION of WCTV (TV) Tallahassee, Fla., with CBS-TV, effective Sept. 15, announced today (Mon.) by Herbert V. Akerberg, CBS-TV vice president in charge of station relations. Station, on ch. 6, is owned and operated by John H. Phipps.

SALZBURG MUSIC

PRACTICALLY all of famed Salzburg music festival to be carried by WGMS-AM-FM Washington, good-music station, starting Labor Day and continuing to end of year. Hi-fi tape to be supplied by Austrian Broadcasting Corp., and flown to Washington, according to M. Robert Rogers, WGMS president, who termed it outstanding program achievement. Series includes 25 programs and three complete operas. Local Campbell Music Co. will sponsor.

Johnson Tells Furnituremen Advertising Will Help Sales

VALUE of advertising as educational force that can help furniture industry hold its position in new economy of higher living standards is being stressed by Arno Johnson, vice president and director of research, J. Walter Thompson Co., New York, at Chicago convention of National Assn. of Furniture Manufacturers today (Mon.).

By 1960, furniture manufacturers could increase their market by at least 65%, he says. With movement of mass millions to higher income levels, and trend toward larger families, furniture industry "might well raise its sights to a new understanding of the opportunities for growth that exist in our changed American economy," he says.

MBS Names Burnett, Tilley

IN EXECUTIVE changes at Mutual, John H. Burnett, producer-director of network's *General Sports Time*, has been named sports director and Harry Tilley, formerly of Yankee Network, chief engineer. Mr. Burnett replaces Paul Jonas, who has been with Mutual 17 years and will remain with the network until World Series to supervise broadcast details of MBS' exclusive radio coverage of this year's event. Mr. Tilley succeeds Charles Singer as chief engineer. Neither Mr. Singer nor Mr. Jonas disclosed future plans.

KOPP Sold to KYMA

KOPP Ogden, Utah, sold Friday by M. B. Scott Inc. to KYMA Yuma, Ariz., for $55,000 subject to FCC approval. Sale handled by Jack S. Stoll & Assoc., Los Angeles station broker.

UPCOMING

Aug. 29: NARTB Freedom of Information Committee, Waldorf-Astoria, New York.

Sept. 2-4: National Agricultural Tv Clinic, U. of Missouri, Columbia.

Sept. 2-4: West Virginia Broadcasters Assn., Greenbrier Hotel, White Sulphur Springs.

For other Upcomings see page 90

PEOPLE

BY COLVIG, promotion director, WXIX (TV) Milwaukee, appointed account executive.

HENRY B. KREER, account executive, Campbell-Mithun Inc., announces formation of his own agency, Kreer Adv., with offices in Chicago.

HARRY D. GOODWIN, former general manager and sales director of WNJR and WVNJ Newark, N. J.; successively Esso reporter, publicity manager; advertising director for WBZ Boston, and promotion and merchandising manager for WCOP Boston, to sales staff, International News Service, N. Y., handling sales and client relations dealing with INS' expanding clientele in radio and tv and newspapers.

Ted Oberfelder Resigns After Decade at ABC Network

THEODORE I. OBERFELDER, vice president of ABC and general manager of its WABC-TV New York, has resigned after 10 years with ABC and its stations, it was learned Friday. Network authorities confirmed report and said Slocum Chapin, vice president in charge of ABC-TV network sales, would assume command of station for approximately three weeks, in which time successor to Mr. Oberfelder would be named.

Mr. Oberfelder joined ABC in 1945 in advertising and promotion department, becoming assistant director in 1946 and director in 1947. He was named general manager of ABC-owned WABC (then WJZ) New York in November 1950 and became director of owned radio stations for network in March 1952, adding vice presidency following December. He was appointed vice president and general manager of WABC Radio July 1, 1953, and transferred to vice president and general manager of WABC-TV Nov. 1, 1954.

Music Licensing Agreement For Multiplexing Sought

EFFORT to obtain "satisfactory" licensing agreement for specialized fm music services to be made by NARTB at suggestion of its Fm Committee. Group has asked NARTB Radio Board to file petition at FCC asking elimination of compulsory provision of multiplex order.

Association is collecting fm success stories, John F. Meagher, radio vice president, told Fm Committee at Chicago meeting Thursday. H Quenton Cox, KQFM (FM) Portland, Ore., presided as chairman. Committee favored continued effort to reduce or eliminate excise taxes on broadcast receivers.

New Film Organization Set

ORGANIZATION of Commercial Film Producers Assn., composed of firms which package animated tv commercials, announced in Hollywood Friday by interim president Ray Patin, head of own company. CFPA will handle negotiations with Screen Cartoonists Guild in near future, other group representation and location-training of talent. Members include: Academy Productions, Animation Inc., Cascade Pictures Inc., Churchill Wexler Inc., Paul J. Fennell Co., Graphic Film Co., Kling Film Enterprises, Playhouse Pictures Inc., Ray Patin Productions, Shamus Culhane Inc., Sketchbook Productions, Storyboard Inc., Swift-Chaplin Productions, Tv Spots Inc., Raphael Wolff Inc. and Norman Wright Productions.

the week in brief

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TV HAS ITS DAY IN COURT

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BROADCASTING • TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Every Monday by Broadcasting Publications Inc.

Executive and Publication Headquarters
Broadcasting • Telecasting Bldg.
1735 DeSales St., N.W., Washington 6, D. C.
Telephone: MEtropolitan 8-1022

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SUBSCRIPTION INFORMATION

Annual subscription for 52 weekly issues: $7.00. Annual subscription including BROADCASTING Yearbook (53d issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00. Annual subscription to BROADCASTING • TELECASTING, including 54 issues: $11.00. Add $1.00 per year for Canadian and foreign postage. Regular issues 35¢ per copy; 53d and 54th issues: $3.00 per copy.

ADDRESS CHANGE: Please send requests to Circulation Dept., BROADCASTING • TELECASTING, 1735 DeSales St., N.W., Washington 6, D. C. Give both old and new addresses, including postal zone numbers. Post office will not forward issues.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecasting* in 1953.

*Reg. U. S. Patent Office

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LECASTING

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FOR TV SPONSORS

ZIV's NEW TRAFFIC STOPPING TV SERIES

THE PROGRAM THAT'S "FRONT PAGE" NEWS

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STARRING ACADEMY AWARD WINNER

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AUTHENTIC! TECHNICAL SUPERVISION BY STATE HIGHWAY PATROL OFFICERS!

FILMED ON THE HIGHWAYS!
...at scenes of real road-blocks, fires, disasters, investigations! . . . in real homes, farms, factories, along the way! . . . in real State Patrol headquarters!

EACH DRAMATIC HALF-HOUR A COMPLETE STORY

- Newest TV camera techniques!
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- Authentic stories!

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HIS CREED—devotion to duty.
HIS REWARD—unswerving loyalty of his men.

...VS . . . EVERY DAY!

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. . . in St. Louis, Mo., Louisville, Ky., Winston-Salem, N. C., Houston, Kansas City, Louisville

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. . . in Lansing, Bay City, Grand Rapids, Cadillac, Rochester, Minn., Austin, Minn., Detroit, Minneapolis, Toledo, Ft. Wayne, Traverse City, Fargo, N. D.

HURRY! YOUR MARKET MAY STILL BE AVAILABLE!

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LION OIL COMPANY

. . . in Memphis, Pine Bluff, Jackson, Miss., Jackson, Tenn., Nashville, Monroe, La., Little Rock, Ft. Smith, and Texarkana, Texas.

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. . . in Tulsa, Oklahoma City

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IN ADDITION, you get vast opportunities to make new friends for yourself and your product through timely tie-ins with local and state safety campaigns, safety education programs and safe driving promotions. You'll find your auto club, PTA, highway patrol, chamber of commerce and other civic groups eager to co-operate with you.

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THE WORLD AT HOME

"A PROGRAM dedicated to people, unusual people, memorable people, people in trouble, people in triumph . . ." That's how Hugh Downs, announcer and half of the regular talent on *The World at Home*, describes the program in his opening announcement.

Last Wednesday, *The World at Home*'s people were troubled, if not exactly "in trouble." In the studio, to talk to Arlene Francis, who has extended her mistress-of-ceremony chores on *Home* to include this preceding quarter-hour program as well, were three Chinese students in America, three of the 4,000 which Red China would like to get back in exchange for the 50 American civilians that the U. S. government is seeking to liberate from behind the Bamboo Curtain.

The idea that they go back to a country which has become communist in their absence was not an acceptable one to Miss Francis's three guests. Neither did they think much of the suggestion that a third party, India, send interrogators to America to interview the Chinese students and determine those who want to go back under present conditions and those who wish to remain here. This, the students said, would uncover a lot of information which Red China might use against the students' families who are still in China. For fear of reprisals against his relatives there, one of the three students, identified as "John," appeared only as a shadow on a screen.

The Chinese students are somewhat unwilling guests in the U. S., they revealed. The girl, trained as a teacher, can find no work at her profession in this country, despite the teacher shortage, and is selling life insurance for a living. The other young man, educated in international law, has a job in the camera supply field.

On the basis of a single program, *The World at Home* seems an interesting experiment in tv news analysis with a somewhat "folksy" human interest accent, an approach eminently suitable for the housewife audience of the Monday-Friday, 10:45-11 a.m. period.

Production Costs: $7,000.
Broadcast on NBC-TV, Mon.-Fri., 10:45-11 a.m. EDT, with multiple and rotational sponsorship. (The Aug. 24th telecast reviewed above had no commercials.)
Talent: Arlene Francis and Hugh Downs.
Executive Producer: Dick Linkroum; producer-director: Norman Frank; film supervisor: Phillips Wylly; writers: Harold Azine, Gene Wyckoff, Lee Charell; assistant writer-researchers: Liz Smith, Hal Emerson.

STUDIO TENNIS

TENNIS play on tv has been done before. But, for the first time, an imaginative studio-originated group of tennis matches was presented on WABD (TV) New York last Tuesday evening.

Unfortunately, fans and the uninitiated the country-over did not share with metropolitan New York viewers the splendid exhibition featuring several members of Davis Cup teams and the all-time great, Don Budge. However, national network coverage of the Davis Cup matches at Forest Hills, Long Island, was scheduled "on another network" over the weekend.

For this experiment, DuMont-owned WABD set up a hard rubber floor, which in tennis talk is a "fast court," making play speedier and more slippery than even on the slick grass courts. This challenge was met by the players with brilliant results.

Good lighting, sufficient space, air conditioning and excellent camera effort eased the pickup considerably and permitted the players ample flexibility. Nothing, it would seem, could restrict tennis skills more than to place unnecessary or artificial barriers on the players' freedom of movement.

Mr. Budge also did a turn at the microphone. His voice is as pleasing to the ear as his court manners are to the tennis initiated. Except for excessive talk by others the viewer had two hours of healthy, fast and fetching match play.

On WABD (TV) New York, Tuesday (Aug. 23), 9-11 p.m. EDT.
Sponsored by Pepsi-Cola Co. through Biow-Beirn-Toigo.
Matches and Players: Nicola Pietangeli and Guiseppe Merlo (Italy) vs. Kurt Nielsen (Denmark) and Sam Giammialva; Gil Shea (U. S.) vs. Ashley Cooper (Australia); Don Budge (U. S.) and Gil Shea vs. Ashley Cooper and Neal Fraser (Australia); Kurt Nielsen vs. Herb Flam (U. S.).
Commentators: Harry Hopman, Australian Captain; Bill Talbot, U. S. Captain; Don Budge and Jack Kramer.
Guests: Tony Trabert and Vic Seixas.
Producer: A. L. Hollander Jr.; Director: Jim Saunders.

IT'S TIME

THE NEW *It's Time* series of dramatized news vignettes which ABC Radio and *Time* magazine launched Aug. 20-21 gives better promise than it gave performance in its inaugural go-around.

Consisting of 18 five-minute capsules scattered throughout ABC Radio's Saturday and Sunday schedule, featuring "March of Timesman" Westbrook Van Voorhis as narrator-producer backed by a sizeable cast, the various segments on the opening weekend somehow failed to deliver the punch—or pull—that is associated with newscasts.

They are not, of course, intended to be newscasts. The first weekend's output ran heavily to the off-beat side: the disappearance of the organ grinder, for instance; a Montgomery (Ala.) man thrice robbed by the same felon; a flight of guinea pigs in a balloon; an army parachutist who survived a 1,000-foot jump in which neither of his two parachutes opened (he fell into a 40-foot snowbank).

Some of the "news" dealt with was not, if the unavoidable pun may be pardoned, timely. The free falling parachutist incident dated back to January, and there were others which *Time* would not have considered recent enough to commit to print. In another category was one bit that consisted of a recitation, with credit, of a collection of cliches which Steve Allen originally presented on another network.

An obvious conclusion is that *Time* and ABC had been preparing for this series for a long time and wanted to waste nothing. It is to be hoped that they will get through their backlog before long and start tackling sidelights of news of more current date, paying more attention especially to background and human interest episodes relating to major events and personalities. With the facilities of *Time* cooperating with those of ABC, this ought to be an informative as well as diverting series, considerably beyond its accomplishments of the first time around.

Production Costs: $13,500 for 18 broadcasts.
Sustaining Sponsorship, ABC Radio, cast of 40
Producer and Narrator: Westbrook Van Voorhis; director: Drex Hines
Script Writers: Don Higgins, Ted Wear and Joseph Alger
Material Source: world wide facilities of ABC, Time, *news bureaus and correspondents and all available news sources*
Produced by ABC News and Time *magazine*

CAPITAL TYPES #9

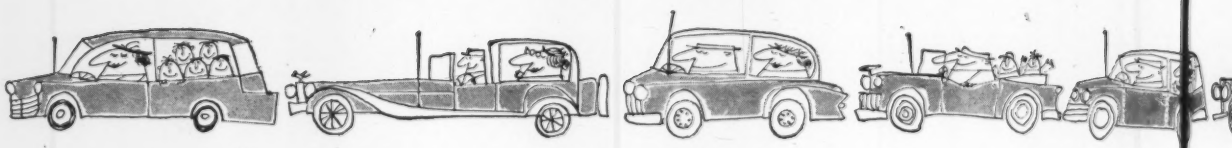
THE EXPEDITER

Calls himself "the shortest distance between two points"; known around the office as the Short Circuit. In constant touch with a man who can get you anything from a crate of eggs to a hot motorcycle. Favorite song: "In the Gloaming." Writes poetry, has a tendency to fall out of canoes.

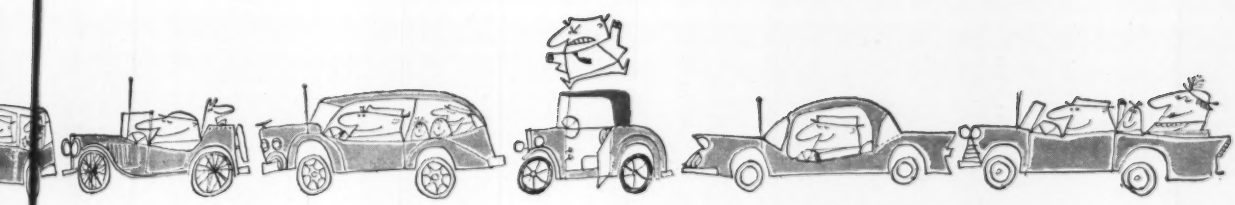
In the Washington area, one station gets more results faster for its advertisers than any other. That station is WTOP Radio with (1) the largest average share of audience (2) the most quarter-hour wins (3) Washington's most popular local personalities and (4) ten times the power of any other station.

WTOP RADIO
Represented by CBS Radio Spot Sales

How to get ahead



in week-end traffic



Raging and ranting won't do it.

More and more motorists stay ahead of the game by keeping their tempers cool—and their radios tuned to MONITOR.

An Advertest survey* proves MONITOR's impact on the car-riding segment of its huge out-of-home bonus audience. The survey shows MONITOR with . . .

- a greater share of the automobile audience than all the other networks combined!
- more than double the audience-in-cars of the second network — ABC!
- more than four times that of the third network—CBS!
- twice as much sponsor-identification among MONITOR-listeners as among listeners to all other networks combined!
- 50% more sponsor-identification among MONITOR-listeners than among listeners to local independent stations!

To MONITOR's impact on the huge car-riding radio audience, add the 3,670,000 different homes** reached by only 15 MONITOR participations spaced over a single week-end. What's the answer? To get ahead on week-ends, the power-vehicle for advertisers is . . .

MONITOR

on the NBC RADIO NETWORK

*New Jersey and Pennsylvania Turnpikes, July 30-31.
**Nielsen Special Report, covering 2 weeks ending June 25.

LARGEST SET COUNT
in wealthy
Central California

. . . for KBET-TV, your best bet in television!

BASIC CBS TELEVISION

K B E

351,000 televiewing families in 22 counties watch KBET's basic CBS evening programs at a ratio of *2½ to 1!

T·V CHANNEL 10
Sacramento, Calif.

H-R Television Inc.

*ARB APRIL 1955

OPEN MIKE

Canine Calls

EDITOR:

At the suggestion of several managers of radio stations, I am sending you along a clipping of a recent column I wrote . . . Briefly, the column suggests a method whereby radio can be used to recover lost or stolen dogs . . .

My suggestion is to enlarge the present ear tattoo system now used to identify valuable hunting dogs or pets. This would call for tattooing of the owner's local radio station call letters. In the event a dog would be stolen and taken to another part of the country, his home grounds could readily be identified by the call letters of the radio station. As it is now, there is no real system to determine where a dog belongs, once he is stolen and taken to a different part of the country . . .

Gordon Charles, Outdoor Editor
Traverse City Record Eagle
Traverse City, Mich.

[EDITOR'S NOTE: Mr. Charles' column outlined the plan in more detail, pointing out that "a man finding a lost dog in any section of the United States would have only to check with his nearest radio station in order to find the section of the country from which that dog came. After that it would be a simple matter to notify the other radio station by mail that a dog from their service area had been found and the rest would be easy. The dog owner, upon losing his dog, would merely notify the radio station to be on the lookout for such and such a serial number in the dog's other ear . . ."]

American Airlines Radio

EDITOR:

. . . I want to thank you on behalf of myself, C. R. Smith and the company for the splendid presentation on American Airlines' radio program on page 34 of your Aug. 1 issue. It not only was a good piece but it was a constructive piece and well documented. I would like you to express our appreciation to those who worked on the story.

Rex Smith, V. P. for Pub. Rel.
American Airlines, New York

Oops, Sorry

EDITOR:

. . . On page 9 of B•T, Aug. 15 issue, the KFEQ sale story mentions that Barton Pitts is the owner of the *St. Joseph News-Press and Gazette.*

The fact of the matter is that at one time Mr. Pitts owned 160 shares out of a total of 14,000 shares, which I think you will agree did not qualify him for the title of "owner." The shares that Mr. Pitts did have were purchased some time ago. The owners of the *St. Joseph News-Press and Gazette* are my father, Henry D. Bradley, and myself.

The sale was listed at $635,000, but I believe the actual price was $735,000. I think this is a slight error in addition of the $550,000 for the station properties plus the assumption of the $185,000 long-term debt.

David R. Bradley, Sec'y.-Treas.
St. Joseph News-Press and Gazette
St. Joseph, Mo.

[EDITOR'S NOTE: B•T regrets that a hasty at deadline check of what proved to be an inaccurate source resulted in an erroneous report of the ownership of the St. Joseph News-Press and Gazette.]

Conelrad Test

EDITOR:

In your June 27 issue and again in the Aug. 15 issue, you comment editorially on the Conelrad situation, stressing the fact that Conelrad was supposedly ignored during Operation Alert, held last June.

Evidently a press release by the Connecticut Civil Defense organization did not come to your attention. This release announced that a statewide *daytime* Conelrad test as part of Operation Alert was held June 15, 1955, between 12:15 and 12:30 p.m. in which all metropolitan Connecticut am stations participated with the entire state on a Conelrad test alert basis. Those stations not equipped to shift to 640 or 1240 kc voluntarily left the air during the 15-minute Conelrad test period. Several hundred letters received from all over the state by the Connecticut Civil Defense authorities indicated keen public interest. . . .

Herman D. Taylor, Ch. Eng.
WTIC Hartford, Conn.
Conelrad Cluster Coordinator,
Hartford Area

Permission Granted

EDITOR:

We are seeking your permission to reprint the cartoon appearing in the July 25th issue of

"Our sensational offer of a lifetime guaranteed, completely rebuilt sewing machine for only $2.98 comes to you from a new location this week!"

B•T in *Shop Talk,* a publication of the Singer Sewing Machine Co. . . .

Ruth E. Girard
Asst. Editor, Shop Talk
Singer Sewing Machine Co.
New York, N. Y.

No NABET-IBEW Merger

EDITOR:

I note that on page 5 in the column titled CLOSED CIRCUIT of the Aug. 15th issue of B•T there is an item which reports that to all intents and purposes a merger of this union with IBEW is accomplished. . . .

IBEW has, through Al Hardy, suggested their philosophy of such merger and their philosophy has been rejected by myself and the responsible officials of NABET. . . .

C. F. Rothery, Pres.
NABET-CIO-CCL

Now Is the Time

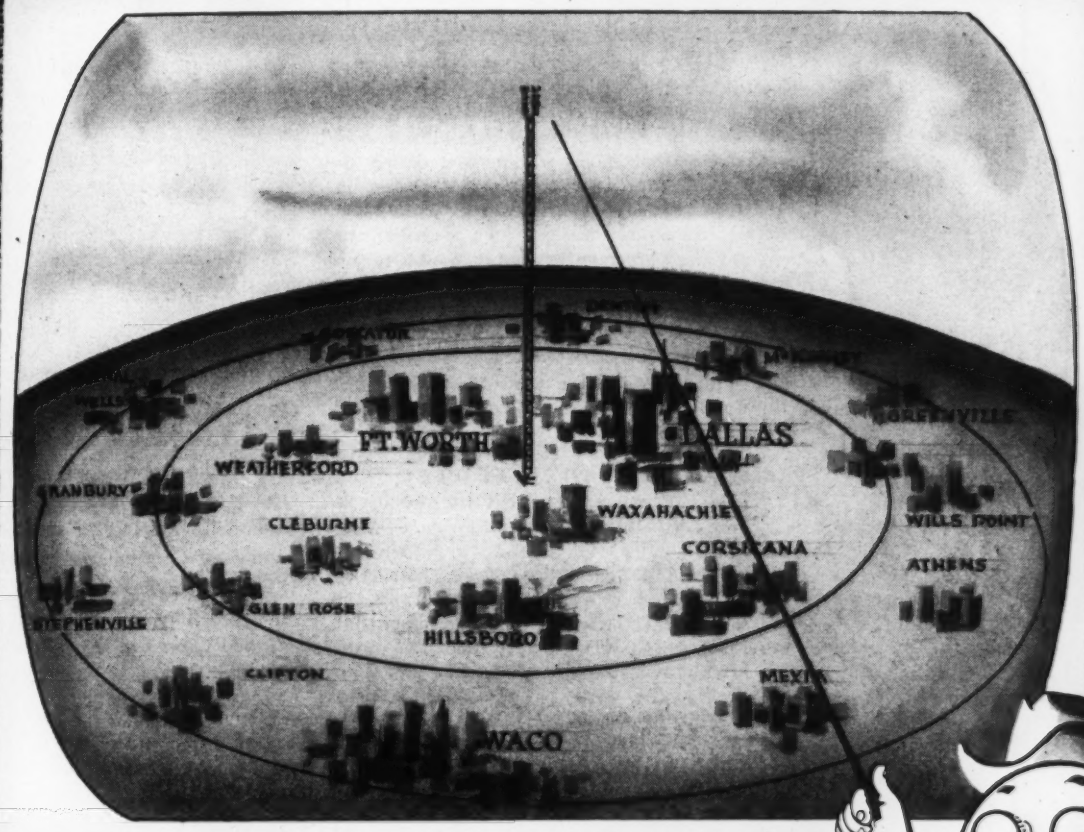
EDITOR:

I was very much interested in an article in the Aug. 8 B•T concerning standardization of Daylight Savings Time.

I spent most of last week in New York and, believe me, things are in worse turmoil than I could ever believe would become possible.

I feel that now is the time for the entire industry to make a concerted effort for some national adjustment in the entire matter. Let's not wait until the horse is stolen next April before we mend the barn door.

Ben Ludy, Gen. Mgr.
WIBW-AM-TV Topeka, Kan.



BUSINESS LOOKS GREAT FROM UP HERE!

More People – More Retail Sales. These are the important results of WFAA-TV's upcoming coverage increase.* From the tip of Texas' tallest structure, 1685 feet above average terrain, Channel 8's 316,000-watt signal will create new "A" and "B" contours which include:

1. **MORE PEOPLE — a population increase of more than one-third million over the present "A" and "B";**
2. **MORE RETAIL SALES — a whopping gain of nearly one-half billion dollars annually;**
3. **THREE recognized metropolitan areas — Dallas, Ft. Worth and Waco.**

As Egbert, the Chanel 8 Electron, says: Business Looks Great — for sponsors who use WFAA-TV to cover one of the nation's top dozen markets in one easy operation.

*Target Date: October, 1955

Channel 8
WFAA-TV
DALLAS
NBC · ABC · DUMONT

RALPH NIMMONS, Station Manager
EDWARD PETRY & CO., National Representative
Television Service of the Dallas Morning News

Dan Daniel
Star of
"Star Studio"
11 to Noon, Monday-Friday

Stars Sell on Alabama's greatest TV station

WABT
Birmingham

Mid-day movies attract a large audience of people who have finished the morning chores. Dan Daniel, host for the show, has a casual, friendly manner that keeps viewers looking and listening. Consistently high quality films and well-known movie stars shown on "Star Studio" assure audiences that tune in every weekday.

You can SELL Your Products to Alabama folks

If you TELL them on programs they enjoy seeing

Represented by
BLAIR-TV

WAAF Airs 1922 Newscasts In Marking 34th Anniversary

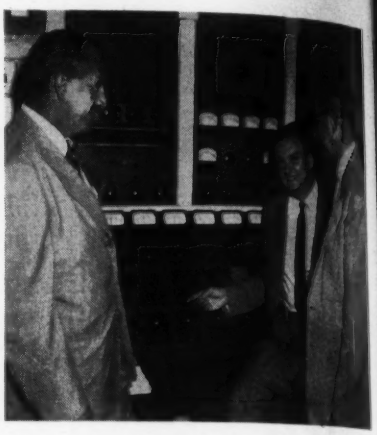
WAAF Chicago, 1 kw daytime station licensed to Corn Belt Publishers Inc. (*Drovers Journal*), currently is observing its 34th year of operation as one of the city's and nation's pioneer radio outlets. Celebration was marked during the week of Aug. 15-19 with special features, including finals of a "Miss WAAF" beauty contest, transcribed messages from celebrities, special taped programs by former WAAF personalities and five minutes of news each day repeated from newscasts broadcast when the station first went on the air April 7, 1922.

► WTMJ Milwaukee Sept. 24 starts its 29th season of broadcasting U. of Wisconsin football games.

► The *HOUSEWIVES PROTECTIVE LEAGUE* program on KNX Hollywood celebrated its 21st birthday Aug. 14.

► ELEANOR NICKERSON, bookkeeping department head, WDRC Hartford, Conn., observes her 19th anniversary with the station. RUSS NAUGHTON, chief announcer, marks his 13th anniversary.

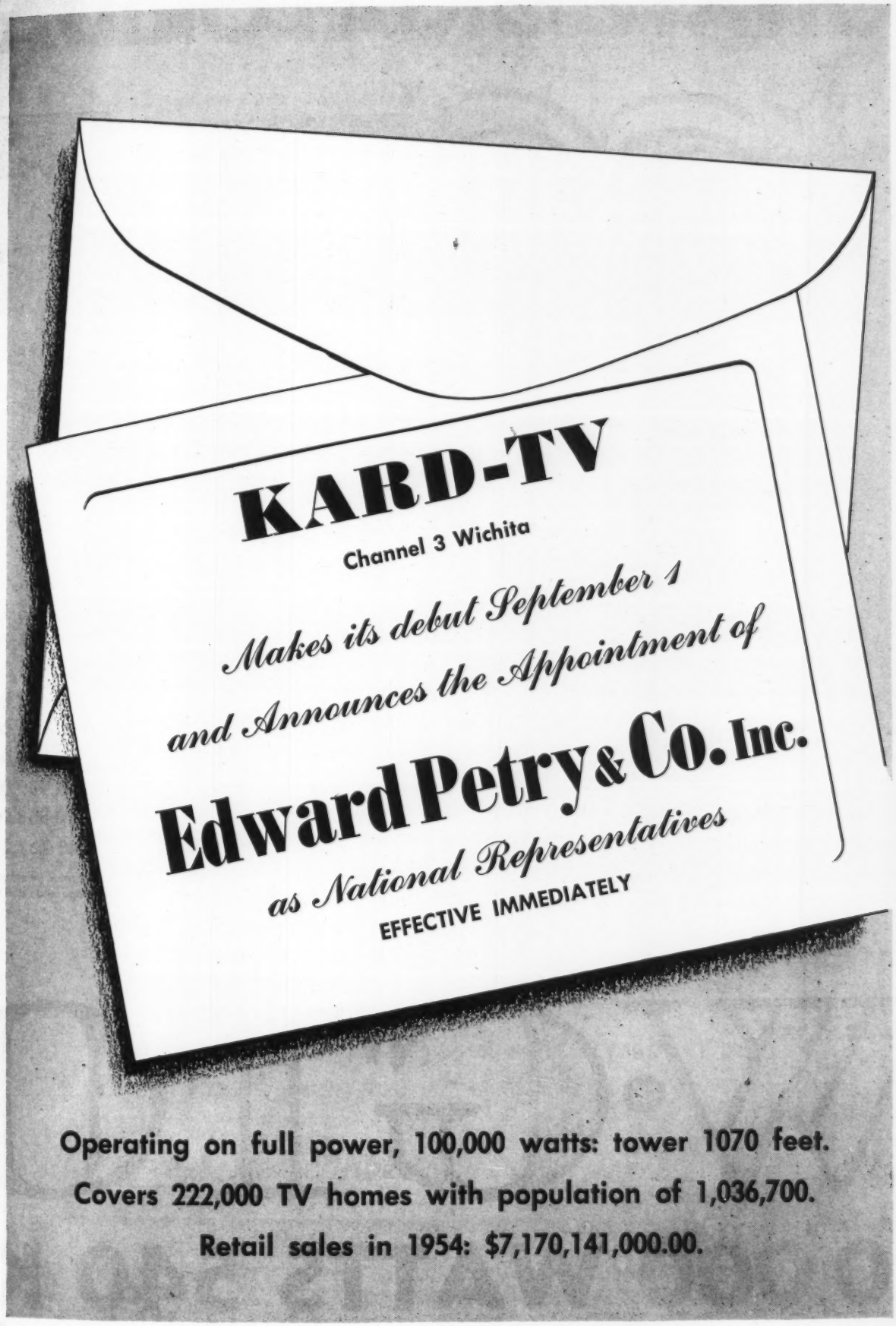
► With the graduation of its 51st class Sept. 16, the NATIONAL ACADEMY OF BROADCASTING, Washington, will celebrate its 21st birthday.



WILLIAM D. SHAW (c), general manager of KNX Los Angeles and the Columbia Pacific Radio Network, shows the KNX-CBS radio master control room to Robert P. Sutton (l), KNX-CPRN program director, and Fred Christian, who in 1920 started KGC, the predecessor of KNX. Mr. Christian, on Sept. 10, will take part in the *Birthday Bonanza*, an 18-hour broadcast celebrating KNX's 35th anniversary.

► CBS Radio's *MAKE UP YOUR MIND* program has marked its second anniversary on the network.

FIFTY pioneers in radio were saluted during WMGM Jamboree Day in New York City. Among the veterans of the industry saluted and those doing the honors were (l to r): seated, Rosaline Green, winner of the 1926 title "Radio's Perfect Voice" and one of the first women newscasters; Sam Taub, pioneer sportscaster; standing, Phil Goulding, conductor of WMGM's *Your Hits of the Week*; Tommy Cowan, early-day WJZ (now WABC) announcer; Joseph M. Barnett, originator of the morning gym classes on radio and man-in-the-street programs on WOR and now president of Film Creations Inc., and Ed Stokes, m.c. of the WMGM *Best Sellers* program.


KARD-TV
Channel 3 Wichita
Makes its debut September 1
and Announces the Appointment of
Edward Petry & Co. Inc.
as National Representatives
EFFECTIVE IMMEDIATELY
Operating on full power, 100,000 watts: tower 1070 feet.
Covers 222,000 TV homes with population of 1,036,700.
Retail sales in 1954: $7,170,141,000.00.

FLORIDA'S

Market information

Population	1,384,000
Radio Homes	456,630
Effective Buying Income	$1,869,606,000
Retail Sales	1,347,875,000
Food Sales	328,473,000
General Mechandise	133,811,000
Furniture-Household	75,230,000
Automotive Sales	255,985,000
Drug Sales	50,868,000
Gross Cash Farm Income	449,262,000

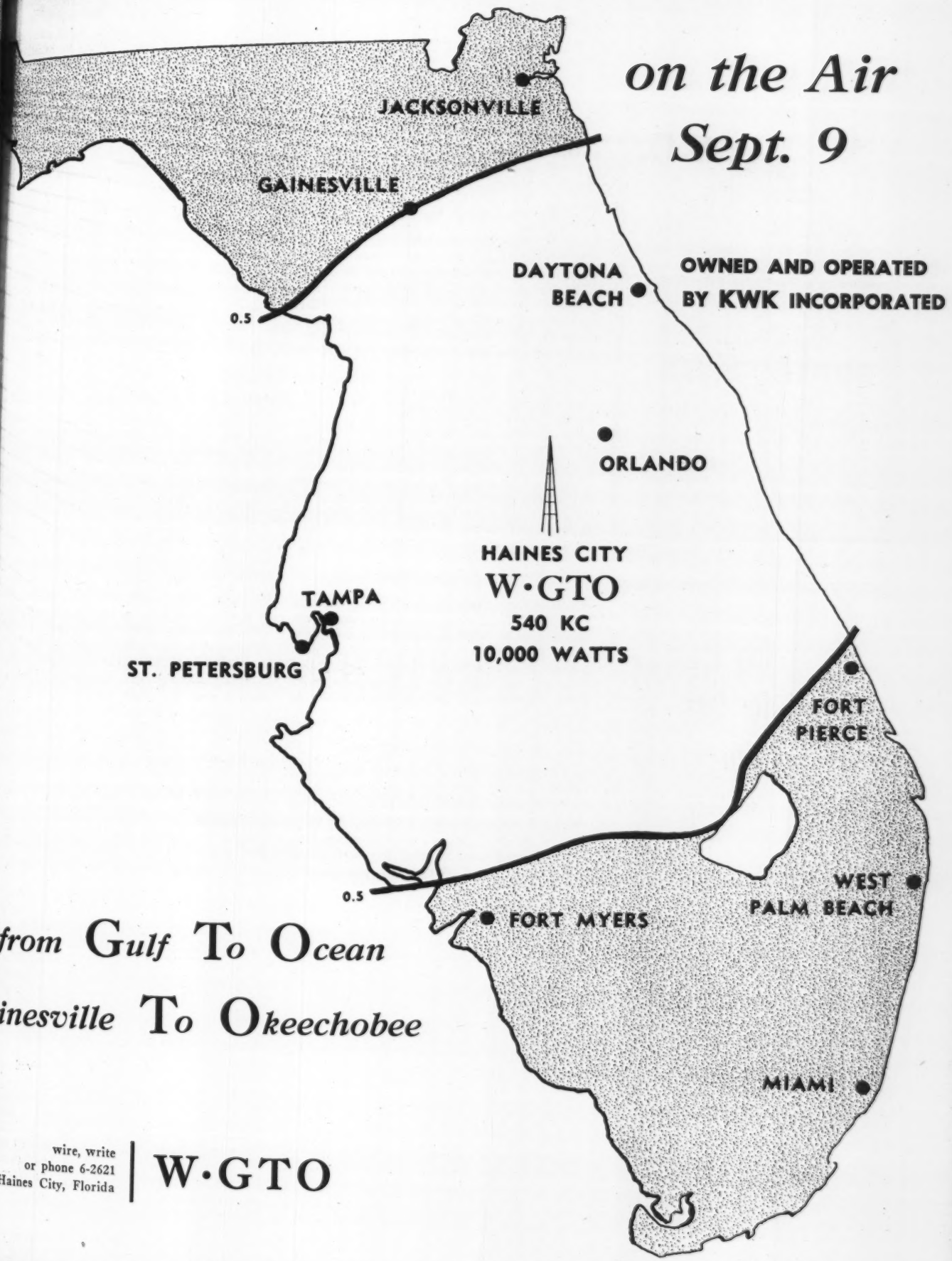
SOURCES: *Radio Homes, SRDS' 1955 "Consumer Markets"; All other categories, Sales Management's 1955 "Survey of Buying Power."*

W·GTO

10,000 WATTS 540 K

Sun-up to Sun-set

FLORIDA'S NEWEST RADIO STATION



on the Air
Sept. 9

OWNED AND OPERATED BY KWK INCORPORATED

from Gulf To Ocean

Gainesville To Okeechobee

wire, write
or phone 6-2621
Haines City, Florida

W·GTO

Something you should know about TV in Washington, D.C.

Without changing its current rates, WMAL-TV will boost its power to 252,000 watts this Fall and spark the new ABC-TV programs with the greatest promotion campaign ever conducted by a Washington TV station!

Ask Katz about prime adjacencies for the Fall . . . *at current rates on*

SUPERPOWER

WMAL - TV
Washington, D. C.

Represented by The Katz Agency
The Evening Star TV Station
Affiliated with ABC-Television

buy more for less with

SKYLINE GROUP DISCOUNTS

SALT LAKE CITY **KDYL-KTVT**
DENVER **KLZ** AM-TV
ALBUQUERQUE **KOB** AM-TV

SKYLINE GROUP, RADIO-TV
Covering the Uranium Triangle—*Colorado, Utah, New Mexico*

J. I. MEYERSON 3432 RCA BLDG. N. Y.
THE KATZ AGENCY · BRANHAM CO.

IN PUBLIC INTEREST

WEWS (TV), Barbers and Crippled Child

TO HELP the fund-raising drive of the Society for Crippled Children of Cuyahoga, Summitt and Stark (Ohio) counties, WEWS (TV) Cleveland set up barber chairs in its studios last fortnight to call attention to the get-a-hair-cut-for-a-kid day the following day. Through the cooperation of barbers in the counties, all proceeds from haircuts that day were to go to the society. WEWS devoted "virtually all" of its local on-the-air time the previous day to the campaign. With a male and female barber working behind the station's chair, all WEWS personalities either had their own hair cut or had visiting dignitaries, including the mayor of Akron, sit in for clippings on their programs.

101 Hours for Blood

KEN ROBINSON of WTVN Columbus, Ohio, spent 101 hours on the roof of a drive-in restaurant there to call attention to the dwindling Franklin County Red Cross Blood Bank. Mr. Robinson's goal was 1,000 pints and according to the Red Cross tabulation, 1,065 persons offered to give, although only 868 were qualified to donate. Mr. Robinson's price was 10 pounds lost.

Radio Against Polio

WTMJ Milwaukee demonstrated the power of radio during a serious polio situation. In West Allis, Wis., a Milwaukee suburb, gamma globulin injections were being given to such large turnouts of children that delays often developed. During one slack period, the health commissioner notified WTMJ and a single announcement brought out 200 children and their parents within a few minutes.

Out of the Past

ALTHOUGH Congress has adjourned, the voices of 6 senators and 19 congressmen will continue to be heard in Washington until January. WRC-AM-TV recorded one minute non-political messages by the 25 and plans to air them on both radio and tv. The talks range from a message on natural resources to "In God We Trust."

Aid for a War Orphan

EMPLOYES of WBBM-AM-TV Chicago have chipped in with contributions to become the "parents" of an 11-year-old Italian war orphan under the Foster Parents Plan for War Children, a non-profit group which provides food, clothing, and other benefits for orphans selected by donors. CBS Chicago employes contributed $180 through the CBS Dept. of Education—enough to furnish the plan's services for one year. Last Monday, two plan executives presented a gift in Chicago to Mayor Richard Daley on behalf of the European children in gratitude for the city's support of plan.

Entertainment and Safety

THE Cincinnati Police Dept. is wholeheartedly endorsing a local television personality—WKRC-TV's Warren Thomas, better known as "Officer Friendly" on that station's *Little Rascals* show. In addition to providing his small-fry fans with entertainment, Mr. Thomas devotes a portion of each of his five-day-a-week shows to outdoor safety instruction. He attended the Cincinnati police training school to catch up on the newest tricks of safety and was made an honorary officer of the city's Police Department.

WXIX (TV) Aids Family

AN APPEAL by WXIX (TV) Milwaukee brought in funds for a stranded, penniless family of seven who were enroute to Duluth, Minn. The station aired the appeal late Aug. 10 when it heard Mr. and Mrs. Robert Wyatt and five children were discovered trying to hitchhike out of Milwaukee. The family had traveled from Charleston, W. Va., for 10 days and had run out of money. Police took them to the suburban police-fire station and the station was notified of ther straits. Within half an hour, WXIX claims, it raised enough money to buy seven bus tickets and provide a cash reserve.

CARE Appeals on WLIB

SPECIAL series of four weekly Sunday programs broadcast in cooperation with CARE started last week on WLIB New York. The shows urge New Yorkers to send food packages to Israel for the Jewish High Holy Days. The quarter-hour broadcasts are being carried by the station as a public service.

WTAM-WNBK (TV) Show Makes Papers

FRONT-PAGE newspaper coverage was provided a public service broadcast of WTAM-WNBK (TV) Cleveland in which city councilmen and Cleveland Transit System officials debated a five-cent increase in fares. The panel discussion, moderated by Edward R. Wallace, news and special events director, received coverage in all Cleveland newspapers.

WDRC Publicizes Law

EXTENSIVE coverage is being given by WDRC Hartford, Conn., to a new state adult probation system being set up for the first time in Connecticut. The law, which is effective Jan. 1, was approved without debate by the legislature during the adjournment rush and provisions were not publicized. WDRC commentators are giving background broadcasts on the new law which will be administered by a six-man, governor-appointed commission, of which three are from the Hartford area.

Tv Locates Relative

THROUGH television, a Philadelphia lawyer found a long-lost cousin in a small town on the Pacific Coast.

Martin F. Papish of Philadelphia, president of the National Assn. for Retarded Children, was scheduled to speak at Aberdeen, Wash., in connection with the state convention of the Washington Assn. for Retarded Children.

On his way to the convention, Mr. Papish stopped briefly in Seattle, where he was interviewed on several radio and television programs, including *This Afternoon* on KOMO-TV, and *KING's Kamera* on KING-TV.

Both interviews took place on a Wednesday, and when Mr. Papish arrived in Aberbeen Thursday afternoon, he found a message to call his cousin, Philip Papish, whom he hadn't seen in 30 years. The cousin, who had seen the Philadelphian on a Seattle-originiated tv show, lives in Elma, Wash. (population 1,680), which is about 30 miles from Aberdeen.

ON THE AIR SEPTEMBER 11th

a New Brand in Texas

Covering the Fort Worth-Dallas area of 490,000 TV sets in a two billion dollar market with programing designed for family unit viewing, on . . .

Channel 11

210,000 WATTS POWER 1074 TOWER

The Channel 11 Brand will be smoking with sales power for your brand when KFJZ-TV goes on the air September 11. Your H-R TV man has the program schedules and availabilities now. Let him show you why KFJZ-TV is a must on any time and spot list. Your time selections are guaranteed.

KFJZ-TV

CHANNEL 11

FORT WORTH, TEXAS

REPRESENTED NATIONALLY BY H-R TELEVISION, INC.
REGIONALLY BY CLARKE BROWN COMPANY

When you say TV
in Hartford County
everyone knows you mean
WKNB-TV
channel 30
210,400 watts m. r. p.

LOCAL RECOGNITION

★ Civic movements . . . charity drives public appeals: They turn *first* to WKNB-TV for support, and get it.

★ More than 40 women's clubs on the air every month — 82,000 visitors to our new studios in first 10 months.

★ The most live shows . . . local news, local programs . . . local civic service . . . special studio-produced spectaculars.

★ Channel 30 is *the* TV vehicle for Hartford County and the New Britain-Hartford market.

CONCENTRATED COVERAGE

More than 300,000 WKNB-TV families. (UHF conversion 81%. ARB Feb. '55)

HIGH RATINGS

Ability to capture audience with network or local programs.
42.4 CBS Jackie Gleason Show
18.7 WKNB-TV Early Show
(ARB-Feb. '55)

NBC CBS

WKNB-TV
1422 New Britain Avenue
WEST HARTFORD
Connecticut

Represented by The Bolling Co., Inc.

our respects

to ALFRED JAMES SCALPONE

THE MAN with the open mind—who yesterday tried the untried in radio and tv and succeeded when others said it couldn't be done—is today the man who supervises the ever-growing west coast originations of CBS-TV.

First a pioneer in national radio advertising and later tv as an agency executive, Alfred James Scalpone now is counted among "top brass" at the network's modern glass wonderland in Hollywood, CBS Television City, but he has never lost the common touch. He became CBS-TV vice president in charge of network programs, Hollywood, just two months ago, reporting directly to New York and Hubbell Robinson Jr., vice president in charge of network programs.

Previously, Mr. Scalpone was vice president in charge of radio-tv for McCann-Erickson, New York, where he supervised campaigns and placements for a host of major accounts and where he also was chairman of the central department's management committee.

His new program coordination responsibilities are an integral part of CBS' executive direction on the coast. The extent of Mr. Scalpone's duties are evident in the fact that about half of the network's tv originations are from Hollywood. Some three dozen shows weekly are involved, both live and film. Although most shows now go East in black and white, color originations are expected to increase sharply, especially this season.

If businessmen are considered conservative, where does one acquire an open mind? Mr. Scalpone says he learned this important attitude during the depression of the early '30s, working in his father's New York laundry. "If I learned anything," he says, recalling the long hours of pushing wet, dirty clothes in and out of whatever they are pushed in and out of in a big laundry, "it's that there must be another way of doing it, instead of being so darn sure you have the answer."

"But I guess the biggest thing I got out of it, the one thing that later helped me as a copywriter and helps me now, was the people who worked there. Many of them were immigrants; first generation; poorer people. It was rough work. Depression times. But I learned each was a complete individual.

"There was one woman, a shirt ironer. She had a brand new Steinway piano. $1,500. Paid a little each month. She couldn't play it. Her husband and daughter couldn't play it. But whenever a new girl came in, it wasn't a half-hour before she asked the new girl if she was interested in music and said 'I have a Steinway, paid $1,500 for it.' We're individual, but we all have our 'Steinways,' that's what I learned. We all have common denominators."

This is the way Al Scalpone learned a great deal of his advertising and showmanship fundamentals, the practical way. A native of New York City beginning Aug. 23, 1913 ("I was born there and then my parents beat it"), he grew up "across the river and up a-ways" at Woodcliff and West Englewood, N. J. He attended public schools there and later attended Columbia U. for two years. "I was going into business administration, but then in 1932 because of the depression I had to quit and help my father at the laundry."

During his brief college experience, however, the youthful Scalpone displayed his business leadership. Although he could only play a couple of instruments by ear, he organized a nine-man dance band and drummed up bookings. "I stood in front and waved the stick. Sat in once in a while and looked like I was playing. We got $11 for me and $9 each for the men."

In 1936 he applied for a job as copywriter at Young & Rubicam in New York. "They only had a messenger job for $14 a week, so I grabbed it." Within months he was writing copy for printed media and soon the agency put him through an intensive training course. By 1937 he was writing radio commercials and originated the gag commercial, voiced by stars like Fred Allen and Eddie Cantor. Later, when Burns & Allen went on the air for Swan soap, he developed the format of "commercial integration," with sponsor identification woven into the story plot, rather than middle breaks.

Soon he "began to wear a number of hats" as story editor, head of talent, and in 1939 Young & Rubicam sent him to Hollywood where he became supervisor of program development, one of radio's first creative posts. By 1947, when he resigned for a long-needed six-month vacation, Young & Rubicam was producing six out of the top 10 radio originations there, he recalls.

A trip East in 1948 convinced him television was here to stay and he accepted an executive post with McCann-Erickson, handling such tv network pioneering efforts as Washington's *Studio One* on CBS-TV. "I guess you could call me God-father to Betty Furness," he modestly admits.

Considering television the "greatest advertising medium of our time," Mr. Scalpone says, "Just wait until the full impact of color hits the mass audience. It's going to be far greater than the impact of color over black-and-white in the printed media."

Fifteen years ago this September Mr. Scalpone married Patricia Leistikow of Pasadena, Calif. They have two "natives," Suzanne, 13; and Russell, 11. They are moving to a new home in Santa Monica, Calif., complete with pool and tennis court.

deputy dave's rangers

...gives you more than 50% greater kid audience in Northern California

For full details of this 5 to 6 p.m. Monday through Friday show that's far out in front in San Francisco and the great KPIX area, call Lou Simon at KPIX (PRospect 6-5100), or see your Katz man.

No selling campaign in the San Francisco area is complete without.....

CBS **kpix** CHANNEL 5
SAN FRANCISCO, CALIFORNIA
Affiliated with CBS Television Network
Represented by the Katz Agency

WESTINGHOUSE BROADCASTING COMPANY, INC.

WBZ-WBZA • WBZ-TV, *Boston*
KYW • WPTZ, *Philadelphia*
KDKA • KDKA-TV, *Pittsburgh*
WOWO, *Fort Wayne*
KEX, *Portland*
Represented by Free & Peters, Inc.
KPIX, *San Francisco*
Represented by The Katz Agency

Advertisement

From where I sit
by Joe Marsh

Daisy's Sure "Got My Number"

They're installing dial phones in Center City. Represents progress, I guess—but I hope they have no such plans for *our* town. We're doing just fine with Daisy, the Demon Switchboard Operator.

With dials you have to remember numbers. With Daisy you don't. And no mechanical system will ever know what's playing at the Bijou. Daisy always does—and, what's more, she tells you if the picture's "worth it."

And if you get an important out-of-town call about 3:30 P.M. on a Friday after you've closed the office, that dial gadget won't report, "He's out on a job. I'll try and get him for you"—then have you paged at the football field. Give me Daisy any time!

From where I sit, neighborly interest *always beats mechanical perfection. No one in our town cares about your politics, your bank account (if any) or whether you prefer beer or buttermilk. We are only interested in living happily according to our own consciences . . . an attitude that has "rung up" a fine reputation for this community.*

Joe Marsh

Copyright, 1955, United States Brewers Foundation

FRANK BLOTTER

on all accounts

A TWINKLE lights the eyes of Frank Blotter, vice president of Mumm, Mullay & Nichols Inc., Chicago, every time he talks about the greats of the radio-tv-advertising world and his role in network, agency and musical fields the past 20-plus years.

As top executive of an advertising agency, which also maintains offices in Columbus (Ohio) and New York, Mr. Blotter brings to his command a wealth of experience that will put him in good stead in his new position in Chicago. The Chicago office of Mumm, Mullay & Nichols opened last June. Among the accounts he handles today are Pruvo Pharmacal Co., Milwaukee, and Akers Hair & Scalp Clinics, the latter soon to embark on a radio spot campaign, if Mr. Blotter has his own way. Mumm, Mullay & Nichols is active in other radio-tv accounts, among which was an extremely successful radio-tv spot campaign for the *New York Times*, credited with increasing subscription over 9,000.

A former band musician, motion picture projectionist, commercial movie actor and free lance writer, among other things, Mr. Blotter now functions in the agency's new offices at the Merchandise Mart in Chicago as radio-tv director of its overall operations.

A native of Chicago (July 13, 1914), Frank Blotter got into music at an early age after graduation from Proviso High School and a stint at the U. of Illinois. After working as a free lance operator, he joined NBC Chicago's program department in 1935. He moved over as a staff employe to CBS, in 1942, remaining for three years.

In 1945 he served as producer-director of the *WLS* (Chicago) *National Barn Dance*, working on merchandising, client and agency contacts, as well as market analysis. In 1948 he went to BBDO as radio-tv director. His most prominent assignment: handling production and other details for the *Hormel Girls Caravan* network show. He moved over to Ruthrauff & Ryan, Chicago, in 1950 as a director-producer, with stress on client contact and development of radio-tv spot campaigns. He also worked on special services and new business.

Having developed and sold numerous network and local live and film tv programs, Mr. Blotter was thus able to turn out radio and television handbooks as a merchandising service, telling dealers how to use these powerful media.

Mr. Blotter is married and has three children, Carol Judith, 16, Kenneth, 14, and David, 7. His hobbies are fishing and golf.

ALL OF US AT **KGAK** GALLUP, NEW MEXICO . . .

wish to express our deepest
gratitude and appreciation
upon being selected as the
recipient of the --

RADIO AWARD FOR
SMALLER STATIONS BY
The Committee of Awards of the
Alfred I. duPont Awards Foundation

AND THE

GEORGE FOSTER PEABODY AWARD

for RADIO LOCAL PUBLIC SERVICE
for THE NAVAJO HOUR

Our gratification is
heightened by the
knowledge that this is
the first time both of these high honors have
been accorded simultaneously to a single
station for local public service.

KGAK 1230 KC . 250 W (SOON 5 KW . . . Watch for announcement)

THUNDERBIRD BROADCASTING CO.

Merle H. Tucker, President Harold "Boe" Cook, Station Manager

KWKH—
FIRST BY FAR in Shreveport!

FIRST in Share of Audience

January-February, 1955 Hoopers

	SHARE OF AUDIENCE IN %						
TIME	KWKH	Sta. B	Sta. C	Sta. D	Sta. E	Sta. F	Sta. G
8:00 A.M. — 12:00 Noon Mon. through Fri.	**29.6**	17.2	14.1	12.7	9.4	9.1	7.4
12:00 Noon — 6:00 P.M. Mon. through Fri.	**32.0**	18.4	13.3	17.8	6.2	5.2	7.0
6:00 P.M. — 10:30 P.M. Sun. through Sat.	**51.2**	*	*	26.1	*	7.0	12.6

*Do not broadcast after sundown

FIRST in Time Period Leadership

Morning (8:00 AM—12:00 Noon; Monday through Friday)

KWKH *FIRST* in 11 quarter hours

All Others

Afternoon (12:00 Noon—6:00 PM; Monday through Friday)

KWKH *FIRST* in 17 quarter hours

All Others

Night (6:00 PM—10:30 PM; Sunday through Saturday)

KWKH *FIRST* in 56 HALF HOURS

All Others

Any way you look at it, KWKH is the unquestioned favorite in Metropolitan Shreveport. *And* — 50,000-watt KWKH gives you a whole lot *more* . . .

Nearly 85% of our coverage is in the tremendous North Louisiana-South Arkansas-East Texas area . . . with a population of nearly 2 million people.

If you want the top station in Shreveport, the dominant station in this whole *area* — then you want KWKH. Listened-to by more than a million people every week. Get all the facts from The Branham Company.

KWKH

A Shreveport Times Station

TEXAS
SHREVEPORT, LOUISIANA
ARKANSAS

50,000 Watts • CBS Radio

The Branham Co. Representatives

Henry Clay General Manager

Fred Watkins Commercial Manager

BROADCASTING TELECASTING

August 29, 1955 Vol. 49, No. 9

KEFAUVER TAKES A SWIPE AT TV 'CRIME AND VIOLENCE'

- **He'd have FCC establish program censorship**
- **And make all tv broadcasters join the NARTB**
- **While various foundations examine programming**
- **Along with a Presidential mass media study**
- **And local 'listening councils' watchdog tv**

A SPECIAL REPORT on television programming as a possible cause of childhood delinquency—sharply critical of both the television broadcasting industry and the FCC—was released last week by the Senate Juvenile Delinquency Subcommittee headed by Sen. Estes Kefauver (D-Tenn.).

Although the subcommittee said it had been unable to prove a "direct causal relationship" between viewing of "crime and violence" on tv and the "actual performance of criminal deeds," the Senate group said neither had it found "irrefutable evidence that young people may not be negatively influenced in their present-day behavior" by saturated exposure to lawlessness depicted on tv.

The subcommittee recommended:

• That the FCC establish minimal standards for children's programs, increase its monitoring activities to cover such programs, and enforce the standards by "fines" and revocation of licenses.

• That broadcasters, no matter how high their program standards individually, join the NARTB or some other organization in "collective" efforts to improve programming for children.

• That producers and distributors of film for tv be "invited and solicited" to subscribe to the NARTB Tv Code.

• That the Tv Code itself be publicized and bolstered and that the NARTB establish machinery to review all motion picture films presented on television; that NARTB increase its monitoring activities.

• That the National Science Foundation and private foundations conduct research into several fields concerning children and tv programming.

• That the President appoint a commission to study the mass media and what phases of it may have a detrimental effect on children.

• That citizens form local "listening councils" to keep a close watch over children's programs.

The Senate group's report had been held up several weeks because of "printing delays," according to staff spokesmen. The subcommittee had held a total of five days of hearings in the 83d and 84th Congresses, ending last spring [B•T, April 11, 1955; Oct. 25, June 14, 1954].

The report released last Friday not only criticized NARTB, the broadcasting industry and the FCC, but also took a swing at a House Commerce subcommittee which held hearings in 1952 on the content of "immoral" and "crime and violence" material in radio-tv programs. This subcommittee, headed by Rep. Oren Harris (D-Ark.), failed to make recommendations to the FCC, the report last week charged.

The Senate group said last week that it is doubtful that NARTB has given sufficient publicity to the NARTB seal of good practice used as a screen identification by stations which subscribe to the Tv Code. NARTB, the report said, could give the seal more potency by making more numerous spot checks of programs instead of, along with networks, declining to assist the local station manager and taking the position that the law places the responsibility on the individual station.

HE FINDS FAULT

SEN. KEFAUVER

The report termed as "unfortunate" the Tv Code's emphasis on the "individual television program," instead of "the cumulative effect upon a child from watching many crime programs over one station, then over another and still another station."

"It is the attitude of the subcommittee that this cumulative effect is the greatest source of danger," the report said, although indicating that, more recently, the Tv Code Review Board has recognized the problem of continuous "violence" programming during children's viewing hours.

The report said that tv industry leaders tend to wait for proof that a program is harmful before changing it. "Yet in other fields such as in the production of food and drugs, for example, it is generally agreed that the producer has a moral obligation to withhold foods and drugs from the market until every precaution has been taken to insure their purity."

The Senate report noted that the FCC "has consistently taken the position that it is expressly prohibited by Sec. 326 of the Communications Act from exercising any powers of censorship over the contents of programs." It cited testimony last fall by FCC Comr. Rosel H. Hyde that license renewal has become "a fairly automatic procedure" [B•T, Oct. 25, 1954].

The report then referred to testimony the same day by former FCC Comr. Frieda B. Hennock in which she said she believed the FCC was responsible for program content and should set up standards for programs, with revocation of licenses for violations.

The Senate group indicated it believed individual station self-regulation has failed, pointing to "the abundance of programs dealing with crime and violence on television today in the United States."

The subcommittee criticized station and network check points in program and continuity departments, saying they are "bypassed or ineffective in many instances." A further criticism of individual responsibility for programming, the report said, is that each station manager gives his individual interpretation to the meaning of the Tv Code.

Saying it "endorses self-regulation in the industry through its association, the NARTB," the subcommittee said that the Tv Code's desired results will not be achieved "unless the television industry as a whole subscribes to it and complies with its provisions, both its letter and its spirit."

The subcommittee said it was pleased to learn that Motion Picture Assn. of America "has launched an active campaign to reduce scenes of violence in pictures and in the content of the actual scenes themselves."

Concerning its recommended "citizens' listening councils," the subcommittee said that "sober, unbiased adults can perform a useful function by maintaining steady watch over the programs offered to children and by promptly reporting offensive materials to responsible sources." The senators hoped leaders and citizen groups may "stimulate the development of the listening-council movement."

In recommending that the FCC set up program content standards, the subcommittee said it was of the opinion that the Commission "has not fully exercised in the public interest the powers presently vested in it." The Senate group continued:

"This is not to say that the subcommittee be-

'Post' Haste

TWO STAFF members were forced to resign and the Senate Juvenile Delinquency Subcommittee's special report on tv programming was held up for additional hearings after an imbroglio early in the 84th Congress over publication of a series of five articles in the *Saturday Evening Post* on the subcommittee's findings [B•T, Feb. 14, Jan. 24].

The articles, authored by Herbert Beaser, then chief counsel, and Richard Clendenen, executive director, and their "unauthorized" publication were criticized by former Sen. Robert C. Hendrickson (R-N.J.), chairman of the subcommittee during the 83d Congress, and Sen. Estes Kefauver (D-Tenn.), new chairman for the 84th Congress.

Messrs. Beaser and Clendenen, who resigned, said they had been given permission to publish the articles by Sen. Hendrickson, then chairman. Denials of such permission were made by both Sen. Hendrickson and Sen. Kefauver. Sen. Kefauver then held up release of the special tv report and set new hearings which were held in April [B•T, April 11].

lieves that the FCC should become a censoring body, arbitrarily imposing its judgments upon an unwilling industry. The subcommittee does believe, however, that the FCC cannot evade the responsibility it has under the law for concern with program content."

(The subcommittee also noted FCC Chairman George C. McConnaughey's request to Congress that the FCC be authorized to impose small administrative fines on nonbroadcast stations for violations of FCC rules. The subcommittee supported the "fines" proposal under the apparent impression that Chairman McConnaughey had asked for the fines for broadcast licensees. The "fines" proposals, S 1549 or HR 5613, are still in the respective Senate and House committees.)

The subcommittee outlined what the FCC should do this way: (1) promulgate minimal standards for children's programs, with participation by the industry and with the advice of experts; (2) increase monitoring and "fact-finding activities" on a spot check basis; (3) use its findings to determine whether a license should be renewed for a particular station.

In urging 100% membership of tv stations in NARTB, the subcommittee said that "although freedom of enterprise is to be encouraged and the individualist prerogatives of every businessman respected, constant voluntary cooperation is essential to the proper direction of an industry so vast and influential as the television industry. No matter how high the standards of any one station manager, he is falling short of his responsibility as a member of the group when he remains aloof from the voluntary trade association sponsored by other members of the industry." NARTB figure on membership currently is 60% of all commercial tv stations.

The Senate group urged continued efforts by NARTB to acquaint film producers and distributors with the NARTB Tv Code and their recognition of and conformance to the document.

The subcommittee suggested these modifications in the Tv Code:

(1) All complaints and criticisms received by stations be forwarded to NARTB headquarters; (2) revision of the Code: "Definitions should be more specific, lose wording eliminated, and specific illustrations cited"; (3) display of the Tv Code seal by stations at specified intervals, with an explanation of it; (4) promulgation of standards to maintain program balance, both in total hours per day devoted to particular subjects and prohibition of "undue concentration of subject matter" during children's viewing hours.

In recommending research, the subcommittee described work which has been done by educational institutions, foundations and the industry, and listed the various types of research which it said were "desirable and missing": (1) Experimentation with "good" programs; (2) study of various types of children from 4 to 8 years to find what role tv plays in their personality development; (3) a study of the extent to which parents understand the needs of their children; (4) study of why a given program gets on the air—how it is commissioned, written and programmed.

The report recommended that the National Science Foundation extend its research beyond its present studies of physical sciences to the social sciences, with research into the effect of mass media on young people.

Noting that private foundations hestitate to finance research on controversial subjects, the subcommittee recommended that these groups nevertheless spend part of their funds on "pressing social problems," such as the effect of television on children.

In recommending a Presidential commission to study mass media for its effect on children, the subcommittee said:

"The possibility that the mass media—or some of them—may be utilized, however unintentionally, to the detriment of our children and youth is a risk this nation cannot afford to take. The subcommittee accordingly strongly recommends the immediate establishment, by legislation, of a Presidential commission composed of outstanding men and women, fitted by their knowledge and experience to serve on such a body."

The commission would study mass media, make periodical reports to the President and encourage research.

The report also appended the NARTB's Tv Code and Radio Standards of Practice, opinions published by the National Assn. for Better Radio & Television (NAFBRAT), the code of the Motion Picture Assn. of America and letters and statements by doctors and psychiatrists and others.

Other members of the subcommittee besides Chairman Kefauver are Sens. Thomas C. Hennings Jr. (D-Mo.); Price Daniel (D-Tex.); William Langer (R-N.D.); Alexander Wiley (R-Wis.)

ADVERTISERS & AGENCIES

TV'S LOW COST, HIGH RESULTS DESCRIBED IN WEST VIRGINIA TEST BY STORE CHAIN

Industrial stores firm tells convention how tv commercials boosted business in all departments, bringing in business from both metropolitan and remote areas, in presentation by the firm, TvB and WSAZ-TV Huntington, W. Va.

TELEVISION provides an extremely low-cost advertising medium for retailers, the National Industrial Stores Assn. was told Wednesday at its Washington convention by Paul C. Jamieson, merchandising manager of the General Department Stores chain in West Virginia.

Mr. Jamieson is president of NISA, which comprises operators of industrial stores in the mining communities of the Appalachian states.

With Oliver Treyz, president of Television Bureau of Advertising, he told the department store officials how television can reach both metropolitan and remote communities. More important, he told how television is providing, at slight cost, immediate sales plus important extra benefits.

Lawrence H. (Bud) Rogers II, vice president-general manager of WSAZ-TV Huntington, W. Va., presented a demonstration tv commercial with Bert Shimp, WSAZ-TV educational director, appearing in a mock tv receiver as announcer.

The presentation to the retail association was described by Mr. Treyz as an important example of television's power to sell merchandise at low cost.

Mr. Jamieson told B•T that General, operating a score of stores in mining towns and several metropolitan areas, had been hunting for years to find a medium that would reach its communities. Many of the towns are in remote mountain sections, some more than 100 miles from Huntington, he said.

His interest in tv developed last winter when customers came into a number of General stores in search of Goodyear snow tires. He found they had been looking at tv commercials and decided he had found, at last, a way of reaching the customers patronizing General's industrial stores.

He got in touch with WSAZ-TV Huntington, and soon the first campaign was arranged in mid-winter.

What happened?

Mr. Treyz described the fact, and surprising developments as a four-spot promotion for $159.95 modern bedroom suits was arranged:

147 suites sold for a total of $23,512.

On top of that were these extra benefits, also resulting from the four spots:

100 mattresses at $59.95, totaling $5,995.

21 box springs at $59.95, totaling $1,258.

$2,000 worth of blankets, sheets, pillow cases and other bedroom accessories.

The total business done on the basis of the four spots amounted to $32,766.

In another bedroom promotion conducted in late June and early July, a slack summer period, eight one-minute commercials were used on WSAZ-TV, Mr. Treyz continued, with these results:

34 bedroom suites retailing at $8,000 were sold.

188 mattresses retailing at over $12,000 provided a bonus.

Mr. Treyz said that 12 tv spots in the two promotions cost a total of $820 and produced sales of $52,770, an advertising-to-sales ratio of only 1.6%. The first promotion, with its

$32,766 total, had a ratio even lower, approximately 0.9%.

Living room suites moved the same way. Six one-minute spots costing $410 for a $229.95 10-piece modern group produced 97 sales totaling $22,305, an advertising-to-sales ratio of 1.8%.

Similarly, Mr. Treyz said, 128 dinette sets retailing at $329 were sold with five tv spots, a total of $12,500 with a ratio of 2.6%.

In a 10-day period 167 Norge ringer-washers retailing at $169.95 were sold with six one-minute tv commercials costing $410. The tv cost was only 1.4% of the $28,391 retail price of the washers.

There were a number of bonus benefits, Mr. Jamieson said. Business at the General Stores "is generally improved over 1954 in all departments." With the increased traffic that came to the store as a result of the brief tv promotions, he said "it's interesting to compare what happened in various departments for the first four months of 1955 in comparison to 1954.

STANDING before this mock tv set, Paul C. Jamieson, merchandising manager of General Department Stores, tells the National Industrial Stores Assn. how tv moves major merchandise at low cost, sometimes less than 1% of retail sales total.

"The soft goods departments have increased 25%, a good increase in business any way you look at it. Business is up 37% in the food departments.

"Now take a look at the home furnishings department—up 81% for the four months."

"We're carrying a tv promotion once a month. Television has aroused business in other stores and has stimulated the whole area."

There's proof of the last comment. After the WSAZ-TV-General Stores presentation had been completed, a question-answer session was held. Dan Ireson, delegate representing Boone County Coal Corp., Sharples, W. Va., laughingly thanked Mr. Jamieson for his tv campaigns. "Our stores sold eight of those living room suites you advertised on WSAZ-TV," he said.

And Carl Nestor, of Imperial Smokeless Coal Co., Quinwood, W. Va., another industrial store organization, added, "We sold 21 of those suites plus 10 bedroom suites."

Mr. Jamieson said General's sponsorship of a half-hour of the West Virginia High School Band Festival on WSAZ-TV brought large numbers of visitors into the store. "We sold thousands of dollars worth of antennas, plus television sets," he said. "There is an extremely high tv saturation in the West Virginia hills, outside the metropolitan areas. Television is opening a whole world to these people. At Kopperson, W. Va., 110 miles from Huntington, there is perfect reception of WSAZ-TV and practically every one of the homes has tv. That goes for Oceana, nearby."

The General Stores furniture was supplied by Huntington Wholesale Furniture Co.

The General Stores promotions have interested General Electric Co., which has used the chain as a test outlet for new items.

Mr. Treyz said low-cost attractive furniture, of modern design, offers a fertile field for merchandising as replacement for the furniture sold in the 20s and 30s.

"Out in the hills," Mr. Jamieson said, "they turn on their television sets in the morning and keep them on all day, listening possibly three times as much as city folks. We can tell by our reservicing of picture tubes.

"WSAZ-TV reaches all of our store areas. Every store has calls every day for nationally advertised tv items and they speak respectfully of television. The people love television and like to talk about it. Remember, to the folks in Beards Fork, Huntington is a mighty big city."

All Swift Meats Now Under McCann-Erickson

SWITCH of Swift & Co.'s table-ready and fresh meats accounts from J. Walter Thompson Co. to McCann-Erickson Inc., both Chicago, was announced last week by the meat packer and interpreted as a further realignment of its advertising program, including radio and television properties.

Broadcast advertising involved in this switch was negligible, however. Table-ready meats were advertised on Swift's Horace Heidt *Showwagon*, which is going off NBC-TV. Earlier, Swift canceled its part on ABC Radio's *Breakfast Club*.

The appointment of McCann-Erickson to handle advertising for those accounts thus brings all Swift meats under one agency roof.

Mintz Retained by Kudner

SEYMOUR MINTZ, formerly president of CBS-Columbia, the set manufacturing division of CBS Inc., has been retained as special merchandising consultant by Kudner Agency, New York.

Mr. Mintz, who resigned the presidency of CBS-Columbia in June, had been with the company a year and a half. Before that, he had been with Admiral Corp., Chicago, since 1944, starting as advertising manager and rising to vice president in charge of merchandising and advertising.

SPOTS appealing to agency timebuyers in the New York-New Jersey area on behalf of XELO Juarez, Mexico, have been purchased over a 13-week period by Sombrero Network on the WPAT Paterson, N. J., *Gaslight Revue*. The campaign came as a result of favorable results to test spots on the same program earlier in the year. Richard O'Connell, radio representative for Lobster and Sombrero networks, signs the contract while Dickens J. Wright, WPAT president, looks on.

McCann-Erickson Agency Promotes Booraem, Gilday

PROMOTIONS of Henrik Booraem Jr. to director of television and radio planning for McCann-Erickson Inc., New York, and of Frank Gilday to manager of the New York television-radio department were announced last week by the agency.

Mr. Booraem, who is a vice president of the agency, previously had been in charge of new program development activities. In his new post, he will be responsible for tv and radio recommendations and presentations. Mr. Gilday previously had been business manager of the tv-radio department, and in his new position will be responsible for the administration of the department.

Messrs. Booraem and Gilday will report to Terence Clyne, agency general executive and management supervisor of McCann-Erickson's television-radio department in New York and Los Angeles.

Philip Morris Brown Has Gone to Color Tv

THE PHILIP MORRIS cigarette package is getting a brand-new, brighter dress — in preparation for color television. Radio and black-and-white television also will benefit.

The conservative brown package which has identified Philip Morris for years is being completely redesigned. The new package—in red, white, and gold—is slated for introduction about the third week in September. PM officials, while confirming no details of the new design except its imminence, say the changes are being made primarily because of color television.

The change will be promoted extensively by radio and tv as well as other media. "Overnight" rather than the customary gradual introduction is planned, meaning the promotion campaigns presumably will start almost simultaneously in all areas of the country.

Radio and television will be used along with other media. Current plans, it was learned, include expanded use of nighttime network radio as well as promotion in tv and radio spot-campaigns and PM's regular programs.

Film commercials now in preparation will show models making a costume change to point up the switch to the new package styling. These are being filmed in black-and-white.

Biow-Beirn-Toigo, New York, is the Philip Morris agency.

CHILDREN'S SHOWS' COST DETAILED IN TvB SURVEY

Study conducted for TvB by A. C. Nielsen Co. shows advertisers can get $1.69 cost per thousand weekly for $21,253, $1.64 for $49,866.

FOR $21,253 an advertiser can buy two local tv children's show participations on 127 stations and reach 8,364,000 different homes an average of 1½ times a week, thus making 12,546,000 weekly "sales calls" at a cost of $1.69 per thousand.

By increasing his weekly budget to $49,866 he can sponsor five participations in children's shows on the same stations and reach 12,138,000 different homes 2½ times a week, making 30,345,000 weekly "sales calls" at $1.64 per thousand.

These figures are pointed up by Television Bureau of Advertising in a new presentation, released last week, in its "the pinpoint concept of television" series. They are based on a study conducted for TvB by A. C. Nielsen Co. Not unexpectedly, the 127 stations (in 81 markets) used in the study consisted primarily of TvB member stations, although a few nonmembers were included in order to give the hypothetical campaign "coverage" in some important markets where TvB did not have members at the time the study was made last April.

The weekly cost figures used in the study assume a 13-week schedule. The participations are one-minute commercials.

The study shows that in this hypothetical campaign using two participations a week in local children's shows, a total of 3,094,680 homes, or 37% of those reached, have five or more members in the family, and 2,927,400 homes (35%) have housewives under 35 years of age. When the campaign is stepped up to five participations a week, these figures become 4,126,920 homes having five or more members and an equal number having housewives under 35.

Either way, TvB stresses, "obviously the big families with the young housewives use more soap, eat more food, buy more candy, drink more milk and soft drinks, wear more clothing and shoes. They are your best customers."

The Nielsen study for TvB embraced five program types. The first presentation in the "pinpoint" series, dealing with local news shows, was released a short time ago. Special reports on the others, which will deal with movies, women's programs and weather shows, are now in preparation.

GE Show Set Back Two Weeks By Lack of Program Material

PREMIERE of General Electric Co.'s hour-long series on CBS-TV produced by TCF Productions, television subsidiary of 20th Century-Fox, has been postponed from Sept. 21 to Oct. 5, it was announced last week by Walter Bunker, radio-tv vice president of Young & Rubicam, Hollywood, agency for GE.

Lack of sufficient program material on film was indicated as the reason for the postponement. Titled *The 20th Century-Fox Hour*, the new General Electric show will alternate with the *United States Steel Hour* in the Wednesday 7-8 p.m. period. U. S. Steel agency is BBDO.

It was reported early last week that Darryl F. Zanuck, head of 20th Century-Fox production, is undertaking a review of the major film company's television operations at the request of both GE and Y&R. Mr. Zanuck announced that Sid Rogell, 20th Century studio production manager, continues as head of the tv film operation. Mr. Zanuck also has brought Otto Lang into TCF as executive creative coordinator while David Brown, 20th Century-Fox story editor, and Julian Johnson, former story editor now in semi-retirement, will give editorial counsel in television production. Mel Dinelli and Alistair Cook have been assigned as writers for individual shows. Carroll Carroll is principal writer for the studio's behind-the-scenes segments in the tv series, Mr. Zanuck said.

Ad Club Sets 32d Course

ADVERTISING CLUB of New York will conduct its 32d annual Advertising & Selling Course, which consists of 27 lectures and six clinic sessions, starting Oct. 10. Students may choose one of six clinics, including sales promotion, better selling, copy, radio and television, production, and marketing management and research.

LATEST RATINGS

NIELSEN

Top 10 Radio Programs
Two Weeks Ending July 23, 1955

Rank	Program	Homes (000)
Evening, Once-a-Week (Average for All Programs)		(647)
1.	Best of Groucho (NBC)	1,480
2.	People Are Funny (Paper-Mate) (NBC)	1,434
3.	People Are Funny (Toni) (NBC)	1,387
4.	Dragnet (NBC)	1,295
5.	Godfrey's Scouts (Lipton) (CBS)	1,249
6.	Godfrey's Scouts (CBS Columbia) (CBS)	1,110
7.	Two for the Money (CBS)	1,064
8.	Gene Autry Show (CBS)	1,017
9.	Our Miss Brooks (American Home) (CBS)	925
10.	Roy Rogers Show (NBC)	925
Evening, Multi-Weekly (Average for All Programs)		(601)
1.	News of the World (NBC)	1,110
2.	Fibber McGee & Molly (Participating) (NBC)	971
3.	Amos 'n' Andy (CBS)	925
Weekday (Average for All Programs)		(1,249)
1.	All Star Baseball Game (MBS)	3,468
2.	Ma Perkins (CBS)	2,035
3.	Guiding Light (CBS)	1,988
4.	Road of Life (CBS)	1,896
5.	Our Gal, Sunday (Participating) (CBS)	1,804
6.	Perry Mason (CBS)	1,804
7.	This Is Nora Drake (Toni) (CBS)	1,665
8.	Helen Trent (American Home) (CBS)	1,665
9.	Arthur Godfrey (Toni) (CBS)	1,665
10.	Helen Trent (Participating) (CBS)	1,619
Day, Sunday (Average for All Programs)		(370)
1.	Woolworth Hour (CBS)	832
2.	Adventures of Rin Tin Tin (MBS)	786
3.	Galen Drake (CBS)	740
Day, Saturday (Average for All Programs)		(555)
1.	Gunsmoke (CBS)	1,434
2.	Allan Jackson-News (12:00) (CBS)	879
3.	Monitor (4:00) (NBC)	786

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ARB

Top 10 Tv Programs
Aug. 1-7

	Program & Network	Rating
1.	$64,000 Question (CBS)	48.4
2.	Toast of the Town (CBS)	29.4
3.	Robert Montgomery Presents (NBC)	28.8
4.	What's My Line? (CBS)	28.1
	Two for the Money (CBS)	28.1
6.	Best of Groucho (NBC)	27.9
7.	Climax (CBS)	27.8
8.	I've Got a Secret (CBS)	27.2
9.	Four Star Playhouse (CBS)	26.6
10.	Wednesday Night Fights (ABC)	25.9
	Lux Video Theatre (NBC)	25.9

	Program & Network	Viewers
1.	$64,000 Question (CBS)	45,840,000
2.	Toast of the Town (CBS)	28,150,000
3.	Two for the Money (CBS)	26,400,000
4.	I've Got a Secret (CBS)	23,530,000
5.	Climax (CBS)	23,400,000
6.	Disneyland (ABC)	22,850,000
7.	Best of Groucho (NBC)	22,640,000
8.	Dragnet (NBC)	21,520,000
9.	What's My Line? (CBS)	21,500,000
10.	Robert Montgomery Presents (NBC)	21,190,000

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Westinghouse Promotes Top-Level Executives

ELECTION of Gwilym A. Price, president of Westinghouse Electric Corp., as president and chairman, was announced last week by the company. The board chairmanship at Westinghouse has not been filled since 1951.

The directors of the company also elected Mark W. Cresap Jr. executive vice president and deputy chief executive officer. Since 1951, Mr. Cresap has been vice president and assistant to the president. He was also elected to the board of directors and to the executive committee.

Latham E. Osborne, executive vice president, was elected vice chairman of the board. John K. Hodnette, formerly vice president in charge of Westinghouse's apparatus products division was elected vice president and general manager, responsible for supervision of the operations of all of the company's product groups. He also becomes a member of the board of directors.

Mr. Hodnette will be replaced by A. C. Monteith, vice president in charge of engineering and research. Mr. Monteith will be succeeded by Dr. John A. Hutcheson, director of Westinghouse Research Labs since 1949 and a vice president since 1950. Dr. Hutcheson's successor will be appointed later.

Mr. Price said expansion of the Westinghouse executive group was necessary because of the company's continued physical expansion and by its growing volume and variety of production and sales. In the past 10 years, plants have increased from 28 to 56, sales have risen from $730 million to more than $1.6 billion. Total assets have grown from $450 million to $1.3 billion at the end of last year.

Young & Rubicam's Mountain To Direct Radio-Tv Department

APPOINTMENT of Robert P. Mountain, vice president of Young & Rubicam, New York, as director of the agency's radio and television department was announced last Thursday by President S. S. Larmon. In his new post Mr. Mountain replaces Nat Wolff, who will devote his time to the creation, development, evaluation, and selection of radio and tv programs for Y & R clients. Mr. Wolff becomes vice president and director of program development.

MR. MOUNTAIN

Mr. Larmon also said that D. Y. (Dave) Bradshaw will continue as operations manager of the radio-tv department.

Three Chicagoans Form New Agency

FORMATION of Wesley, Heyne and Cuca, new Chicago advertising agency, as successor to Robert B. Wesley & Assoc., effective Oct. 1, was announced Tuesday. It will maintain offices at 333 N. Michigan Ave.

Accounts to be brought along from the old Wesley agency include Burton Dixie Corp., with estimated overall advertising budget of $800,000 and including sponsorship of *Paul Harvey* on ABC, and Fred S. James Insurance. The Morris B. Sachs stores account, sponsor

of *Sachs Amateur Hour* on WBKB (TV) and WLS Chicago, will be handled by the new agency. The Sachs account is valued as a $250,000 radio-tv simulcast property.

Robert B. Wesley, who made the announcement, will serve as president, and Norman Heyne, veteran agency executive, becomes vice president. Mr. Heyne has been associated with Ruthrauff & Ryan Inc. as vice president for radio-tv production the past 13 years, and previously was radio director at Schwimmer & Scott for nine years. James Cuca, vice president at Robert B. Wesley Assoc., is secretary-treasurer.

Advertest Weekend Car Check Shows Most Prefer 'Monitor'

RESULTS of a special survey conducted by Advertest Inc., released last week by NBC, showed that more automobile listeners were tuned to NBC Radio's weekend *Monitor* service during the last weekend in July than to all other networks combined, and the number of *Monitor* listeners was more than double that of the second network.

Designed to ascertain auto listening habits on the weekend and specifically to determine *Monitor's* share of that listening, the study was conducted on Saturday and Sunday, July 30 and 31, 1955, among occupants of 1,257 automobiles on the New Jersey and the Pennsylvania turnpikes. According to the study, *Monitor* gained an overall 18.3% share of 47% sets in use in automobiles, while other networks' combined total amounted to 16.8%.

Film Commercials Resisted In Film Shows—Landsberg

THE PUBLIC is more willing to accept a film commercial within a live show than on a filmed show, Klaus Landsberg told members of the San Francisco chapter of the American Assn. of Advertising Agencies workshop last Thursday.

Mr. Landsberg, general manager of KTLA, Hollywood, said that the public not only resents the insertion of the filmed commercial in a fimed television show but builds a resistance to it, and refuses, in many instances, to listen at all.

With a live show, Mr. Landsberg told the group, the station can maintain more control of the station's personality, and local talent can do a much better job of selling than a film commercial.

Mr. Landsberg also said that agencies and sponsors are far too rating-minded and that they should analyze the results of a commercial, rather than the show's rating.

Nielsen Appoints Wyatt, Names Blechta to N.Y.-Post

APPOINTMENT of William R. Wyatt, vice president of A. C. Nielsen Co., as central division manager for the Nielsen Station Index, with headquarters in Chicago, was announced last week by John K. Churchill, vice president and assistant to the president of the marketing research firm.

Mr. Churchill also announced that George E. Blechta, vice president, will be eastern division manager of NSI with headquarters in New York.

Messrs. Wyatt and Blechta will be responsible for sales and client service operations of NSI in their respective areas. Western division operations are under the direction of J. R. Matthews, vice president at Menlo Park., Calif.

CBS-Columbia Buys

UNDER the CBS Radio's new segmentation plan of selling [B•T, Aug. 22] portions of three of the network's nighttime strips will be sponsored by CBS-Columbia, Long Island City, effective Oct. 3, on behalf of its radio-tv receivers and phonographs, the network announced last week. Shows are *Amos 'n' Andy Music Hall* on Mondays, *Bing Crosby Show* on Wednesday and *Tennessee Ernie Show* on Friday. The segmentation-plan contract extends into 1956. Agency is Ted Bates & Co., New York.

Tide Water Buys Football

TIDE WATER ASSOCIATED OIL Co. has placed a 16-game schedule for western regional football on ABC Western Radio Network starting Sept. 16, it was announced by Harold R. Deal, manager of advertising and sales promotion, and Harry Woodworth, director of radio for network's western division. Lineup will include six UCLA or USC games on Friday nights and 10 Saturday afternoon contests, including traditional meeting of California and Stanford from Palo Alto. This marks the third straight year that Tidewater, in behalf of petroleum products, has placed extensive football schedule with ABC Radio, the network said. Agency is Buchanan & Co., San Francisco. Garry Hollihan, Edward Petry & Co., San Francisco, was account executive.

COLORCASTING

Advance Schedule
Of Network Color Shows

CBS-TV

Sept. 24 (9:30-11 p.m. EDT) *Ford Star Jubilee*, "Judy Garland Show," Ford Motor Co. through J. Walter Thompson.

NBC-TV

Aug. 29 (7:30-7:45 p.m. EDT) *Matt Dennis*. Sustaining.

Aug. 29-Sept. 2 (11 a.m.-Noon EDT) *Home*. Color inserts daily at 11:45 a.m.-Noon (Also Sept. 5-9). Participating sponsors.

Aug. 30 (7:30-7:45 p.m. EDT) *Vaughn Monroe Show* (Also Sept. 1, 6, 8). Sustaining.

Sept. 11 (7:30-9 p.m. EDT) *Color Spread*, "Skin of Our Teeth." Participating sponsors.

Sept. 12-16 (5:30-6 p.m. EDT) *Howdy Doody* (also Sept. 19-23 26-30). Participating sponsors.

Sept. 17 (3:30-6 p.m. EDT) *NCAA Football*, U. of Miami vs. Georgia Tech. Participating.

Sept. 19 (8-9:30 p.m. EDT) *Producers Showcase*, "Our Town," Ford Motor Co. through Kenyon & Eckhardt, and RCA through Kenyon & Eckhardt, Grey and Al Paul Lefton agencies.

[Note: This schedule will be corrected to press time of each issue of B•T.]

WFBR Baltimore has been showing a new slide-sound presentation to agency executives in key cities. The presentation shows station's rating position in Baltimore and surrounding counties and gives a capsule version of daily programming. Here station executives chat with Washington agency representatives before the luncheon showing last Thursday at the Mayflower Hotel. L to r: Nan Hannum, Courtland D. Ferguson Inc.; Sol Panitz, Alvin Epstein Adv.; Robert B. Jones Jr., vice president and general manager, WFBR; Jeff Abel, Henry J. Kaufman & Assoc., and Walter D. Tichenor, coml. mgr., WFBR.

KANSAS-WISCONSIN

These preliminary state and county figures from the U. S. Census of Agriculture show the number of farms with television sets in October-November, 1954, when the census was made. Figures are projected from a survey covering 20% of all farms. B•T will present farm tv figures for each state as they are tabulated by the Census Bureau. Readers may clip and save these reports to accumulate a complete, county-by-county, state-by-state file.

KANSAS	Total Farms	Farms With Tv	% Tv Farms
Allen	1,499	243	16.2
Anderson	1,273	376	29.5
Atchison	1,408	767	54.5
Barber	732	260	35.5
Barton	1,510	525	34.8
Bourbon	1,622	382	23.6
Brown	1,703	754	44.3
Butler	1,935	630	32.6
Chase	548	161	29.4
Chautauqua	796	149	18.7
Cherokee	1,551	593	38.2
Cheyenne	787	19	2.4
Clark	502	37	7.4
Clay	1,335	266	19.9
Cloud	1,338	224	16.7
Coffey	1,438	299	20.8
Comanche	418	97	23.2
Cowley	1,993	675	33.9
Crawford	1,873	484	25.8
Decatur	870	124	14.3
Dickinson	1,866	432	23.2
Doniphan	1,289	563	43.7
Douglas	1,435	831	57.9
Edwards	583	174	29.8
Elk	848	140	16.5
Ellis	1,065	131	12.3
Ellsworth	858	248	28.9
Finney	726	33	4.5
Ford	1,299	167	12.9
Franklin	1,696	789	46.5
Geary	552	82	14.9
Gove	644	34	5.3
Graham	741	51	6.9
Grant	248	5	2.0
Gray	672	50	7.4
Greeley	267	8	3.0
Greenwood	1,148	133	11.6
Hamilton	406	7	1.7
Harper	1,217	491	40.3
Harvey	1,368	450	32.9
Haskell	306	16	5.2
Hodgeman	587	98	16.7
Jackson	1,727	737	42.7
Jefferson	1,585	817	51.5
Jewell	1,553	170	10.9
Johnson	1,342	949	70.7
Kearny	318	20	6.3
Kingman	1,320	497	37.7
Kiowa	506	71	14.0
Labette	2,048	734	35.8
Lane	362	53	14.6
Leavenworth	1,748	992	56.8
Lincoln	1,015	163	16.1
Linn	1,377	616	44.7
Logan	345	5	1.4
Lyon	1,835	290	15.8
McPherson	2,123	684	32.2
Marion	1,928	457	23.7
Marshall	2,083	348	16.7
Meade	638	45	7.1
Miami	1,845	872	47.3
Mitchell	1,057	157	14.9
Montgomery	2,045	714	34.9
Morris	1,067	216	20.2
Morton	347	6	1.7
Nemaha	1,800	436	24.2
Neosho	1,759	498	28.3
Ness	885	141	15.9
Norton	993	200	20.1
Osage	1,691	661	39.1
Osborne	1,011	107	10.6
Ottawa	1,042	348	33.4
Pawnee	814	287	35.3
Phillips	1,196	200	16.7
Pottawatomie	1,520	413	27.2
Pratt	860	425	49.4
Rawlins	813	21	2.6
Reno	2,712	1,072	39.5
Republic	1,705	192	11.3
Rice	1,155	594	51.4
Riley	1,044	189	18.1
Rooks	965	197	20.4
Rush	972	216	22.2
Russell	941	194	20.5
Saline	1,212	437	36.1
Scott	479	24	5.0
Sedgwick	2,158	1,036	48.0
Seward	380	12	3.2
Shawnee	1,720	900	52.3
Sheridan	770	54	7.0
Sherman	573	6	1.0
Smith	1,372	585	11.0
Stafford	1,050	444	42.3
Stanton	282	14	5.0
Stevens	436	25	5.7
Sumner	2,190	977	44.6
Thomas	731	47	6.4
Trego	796	117	14.7
Wabaunsee	1,114	325	29.2
Wallace	327	4	1.2
Washington	2,026	304	15.0
Wichita	366	11	3.0
Wilson	1,317	278	21.1
Woodson	815	121	14.8
Wyandotte	1,009	715	70.9
TOTAL	120,167	34,004	28.3

WISCONSIN	Total Farms	Farms With Tv	% Tv Farms
Adams	989	144	14.6
Ashland	946	120	14.2
Barron	3,540	1,405	39.7
Bayfield	1,257	343	27.3
Brown	2,672	1,792	67.1
Buffalo	1,682	457	27.2
Burnett	1,179	407	34.5
Calumet	1,772	895	50.5
Chippewa	3,157	1,011	32.0
Clark	4,274	876	20.5
Columbia	2,615	963	36.8
Crawford	1,674	256	15.3
Dane	5,094	2,347	46.1
Dodge	3,954	2,178	55.1
Door	2,024	980	48.4
Douglas	1,152	505	43.8
Dunn	2,870	1,388	48.4
Eau Claire	1,857	578	31.1
Florence	316	90	28.5
Fond Du Lac	3,479	1,906	54.8
Forest	467	111	23.8
Grant	3,533	1,068	30.2
Green	2,189	782	35.7
Green Lake	1,247	494	39.6
Iowa	2,268	517	22.8
Iron	276	70	25.4
Jackson	1,787	286	16.0
Jefferson	2,782	1,628	58.5
Juneau	1,740	202	11.6
Kenosha	1,385	1,032	74.5
Kewaunee	1,829	1,035	56.6
La Crosse	1,454	310	21.3
Lafayette	2,025	691	34.1
Langlade	1,356	552	40.7
Lincoln	1,512	1,110	16.4
Manitowoc	3,321	1,901	57.2
Marathon	5,691	1,153	20.3
Marinette	2,014	949	47.1
Marquette	1,048	254	24.2
Milwaukee	1,065	796	74.7
Monroe	2,784	395	14.2
Oconto	2,529	1,276	50.5
Oneida	416	46	11.1
Outagamie	3,188	1,902	59.7
Ozaukee	1,234	902	73.1
Pepin	735	276	37.6
Pierce	2,393	1,548	64.7
Polk	3,258	1,791	55.0
Portage	2,415	590	24.4
Price	1,619	200	12.4
Racine	1,704	1,362	79.9
Richland	2,150	235	10.9
Rock	3,138	1,345	42.9
Rush	1,865	470	25.2
St. Croix	2,665	1,878	70.5
Sauk	2,913	473	16.2
Sawyer	739	126	17.1
Shawano	3,197	1,285	40.2
Sheboygan	2,900	1,806	62.3
Taylor	2,566	456	17.8
Trempealeau	2,698	345	12.8
Vernon	3,485	465	13.3
Vilas	168	30	17.9
Walworth	2,113	1,373	65.0
Washburn	999	350	35.0
Washington	2,245	1,505	67.0
Waukesha	2,669	1,988	74.5
Waupaca	2,931	1,127	38.5
Waushara	1,762	495	28.1
Winnebago	2,152	1,091	50.7
Wood	2,536	482	19.0
TOTAL	153,558	60,333	39.3

Leonard Andrews Named Dr. Pepper Ad Manager

APPOINTMENT of Leonard E. B. Andrews as advertising manager of Dr. Pepper Co. (soft drinks), Dallas, Tex., was announced last week by W. W. Clements, vice president and general manager. Mr. Andrews succeeds A. H. Caperton who, after 17 years with Dr. Pepper Co., resigned to enter private business.

MR. ANDREWS

Before joining Dr. Pepper, Mr. Andrews was public relations assistant vice president and advertising director of the Texas Bank and Trust Co. He now will be in charge of the Dr. Pepper bottler programs and the company's national advertising campaign.

Life Insurance Admen Meet

PLANS for the 22d annual meeting of the Life Insurance Advertisers Assn. Sept. 14-16 at the Essex House, New York, have been announced by A. H. Thiemann, LIAA president and second vice president of New York Life Insurance Co. More than 300 advertising, sales promotion and public relations representatives of life insurance companies in the U. S. and Canada will attend the session. General chairman of the meeting is Robert S. Kieffer, assistant vice president of Metropolitan Life.

Research Session Planned

FIRST annual conference on current activities in marketing and advertising research will be held Nov. 10 in New York, Fred B. Manchee, chairman, Advertising Research Foundation, has announced. Meeting will be held at the Hotel Ambassador. On agenda are reports on progress of ARF's current program, problems which have arisen and how they have been overcome, and discussion of future projects.

HOST Drayton Hastie (r), president of WSUN-TV Charleston, S. C., entertains his guests at a cocktail party he tendered agency and representative personnel in New York's Nino's LaRue restaurant. L to r: Mary Dowling, Norman, Craig & Kummel agency; Frank E. Pellegrin, H-R Television Inc., and Lucy Kerwin, Kenyon & Eckhardt Inc.

Kraft Tries Tv Experiment

KRAFT FOODS Co., Chicago, is spending about $10,000 on spot tv in a test campaign in Kansas City to push its new Kraft Chilled Florida orange juice. Kraft, through J. Walter Thompson Co., Chicago, is using an average of five or six spots per week for 13 weeks over WDAF-TV and KCMO-TV, with possibility the drive will be extended to other markets in October.

Brioschi Repeats Campaign

A. BRIOSCHI Co. (antiacid crystals), Fairlawn, N. J., announced last week that it is repeating its radio advertising campaign which started last May. With a $50,000 budget, Brioschi used more than 600 minute spots over nine New York and New Jersey stations. Tying in with the drive were personal appearances by disc jockeys in areas where Brioschi products were carried.

DOES A 63.2 HOOPER MAKE KELP THE HIGHEST RATED STATION IN RADIO HISTORY?

HERE'S THE JULY-AUGUST HOOPER

HOOPER *RADIO* AUDIENCE INDEX
City Zone

CITY: EL PASO, TEXAS
MONTHS: JULY - AUGUST, 1955

SHARE OF *RADIO* AUDIENCE

	RADIO SETS-IN-USE	KELP	Network Station A	Network Station B	Network Station C	Network Station D	Mexico Station A	Mexico Station B	Mexico Station C	OTHER AM & FM	SAMPLE SIZE
MONDAY THRU SATURDAY 7:00 A.M.-12:00 NOON	19.3	51.8	7.0	9.8	7.1	13.9	1.6	2.4	2.6	3.7	7,708
MONDAY THRU SATURDAY 12:00 NOON-6:00 P.M.	15.2	63.2	5.9	6.7	6.8	13.7	1.7	0.6	0.7	0.7	9,173
SUNDAY THRU SATURDAY 8:00 A.M.-6:00 P.M.	17.0	59.8	6.3	7.1	7.5	12.5	1.7	1.4	1.6	2.1	17,900

KELP, El Paso

IS ONE OF THE NATION'S OUTSTANDING INDEPENDENTS. FOR FULL DETAILS ASK ANY H-R MAN.

One of the NOEMAC Stations

KLIF	WRIT	WNOE	KELP	KNOE	KNOE-TV	KOKE-TV
Dallas	Milwaukee	New Orleans	El Paso	Monroe	Monroe	El Paso

NOW

TOPS IN TELEPULSE ON

Anyway you look at it—things are changing in the Galveston-Houston market. According to the July, 1955 Telepulse for the Houston-Galveston Metropolitan Area, the number one show was "$64,000 Question" and had a rating of 32.6. In the July 1955 Telepulse for the Houston Metropolitan Area, the show, "$64,000 Question", was Number One with a rating of 30.7.

NOW MORE THAN EVER—THE BEST BUY IN TEXAS

KGUL-TV GULF TELEVISION COMPANY GALVESTON

Represented Nationally by CBS *CBS Television Spot Sales*

Seymour Joins Thompson

DAN SEYMOUR, vice president in charge of programming and production in the radio-tv department of Young & Rubicam Inc., has resigned effective Oct. 1, to join J. Walter Thompson Co. in New York as a vice president of that agency. His successor at Young & Rubicam has not been selected.

MR. SEYMOUR

B & B Sets Up Drug Div.

PROFESSIONAL marketing division to handle the marketing problems of clients with prescription drug products has been formed by Benton & Bowles, New York, Robert E. Lusk, president, announced last week. First client of the new division is Saton Labs, a division of the Norwich Pharmacal Co., Norwich, N. Y. Media plans have not been announced. Names of executives to head the new professional division will be made known later, Mr. Lusk said.

Tums Buys 'Dream Match'

THE "Dream Match" horserace between Swaps and Nashua will be sponsored on CBS-TV by Tums through Ruthrauff & Ryan. Race is scheduled for Aug. 31, 6-6:30 p.m., from Washington Park, Chicago. The $100,000 winner-take-all contest will be broadcast by Jack Drees. Production will be supervised by Judson Bailey, staff producer, CBS public affairs.

NETWORK NEW BUSINESS

Wildroot Co. (toiletries), Buffalo, and **Johnson & Johnson** (toiletries), New Brunswick, N. J., will begin sponsorship on Sept. 26 of *Adventures of Robin Hood* on CBS-TV (Mon., 7:30-8 p.m. EDT). Agencies: BBDO, N. Y. (Wildroot); Young & Rubicam, N. Y. (Johnson & Johnson).

Wesson Oil & Snowdrift Sales Co., New Orleans, will sponsor Tues. segment of *Valiant Lady* on CBS-TV (Mon.-Fri., 12 noon-12:15 p.m. EDT), starting Sept. 6. Agency: Fitzgerald Adv., New Orleans.

Campbell Soup Co. (soups, Swanson frozen foods) Camden, N. J., and **Chesebrough-Pond's Inc.** (cosmetics), N. Y., sign for alternate-week sponsorship of *Star Stage* drama series on NBC-TV (Fri., 9:30-10 p.m.), effective Sept. 9. Agencies: BBDO, N. Y. (Campbell); J. Walter Thompson Co., N. Y. (Chesebrough-Pond's).

Reynolds Metals Co., Richmond, Va., to sponsor *Frontier* western film series on NBC-TV (Sun., 7:30-8 p.m.), effective Sept. 25. Agencies: Buchanan Co., N. Y., and Clinton E. Frank Inc., Chicago.

Brown & Williamson (Kools, Viceroys), Louisville, Ky., effective mid-September will add three new shows to three already sponsored on NBC Radio and will buy three more newcasts on CBS Radio. Programs are five minutes in length and broadcast evenings. Agency: Ted Bates & Co., N. Y.

Beech-Nut Packing Co. (baby foods), Canajoharie, N. Y., will start alternate-week sponsorship of half-hour show featuring Dr. Benjamin Spock on NBC-TV (Sun., 3-3:30 p.m.) for 44 weeks, effective Oct. 9. Agency: Kenyon & Eckhardt, N. Y.

NETWORK RENEWALS

Liggett & Myers Tobacco Co. (Chesterfield, L & M cigarettes), N. Y., renews *Dragnet* on NBC-TV (Thurs., 9-9:30 p.m. EDT), effective Sept 1, when series starts fifth season. Agency: Cunningham & Walsh, N. Y.

Webster-Chicago Corp. (tape recorders, accessories), Chicago, and **Associated Products Inc.** (5-Day Deodorant Pads), West New York, N. J., resume alternate-week sponsorship of *Tony Martin Show* on NBC-TV (Mon., 7:30-7:45 p.m. EDT), effective Sept. 5. Agencies: John W. Shaw Adv., Chicago (Webster); Grey Adv., N. Y. (Associated).

Allis-Chalmers Mfg. Co. (industrial, farm implements), Milwaukee, will sponsor for 11th consecutive year *National Farm & Home Hour* on NBC Radio (Sat., 12-12:30 p.m. CDT) for 52 weeks, effective Sept. 3. Agency: Bert S. Gittins Adv., Milwaukee.

AGENCY SHORTS

Hall & Thompson Inc., Oklahoma City, formed by Norman F. Hall and Daniel P. Thompson with offices at 1510 First National Bldg.

Ralph Allum Co., N. Y., formed by Ralph Allum, president, with offices at 34 E. 51st St.; telephone: Murray Hill 8-6485. Radio-tv accounts include Clark-Cleveland Co. (drug products) and J. C. Penny Co. (department stores). Mr. Allum was formerly vice president in charge of package goods advertising, Roy S. Durstine Inc., N. Y.

AGENCY APPOINTMENTS

Three Daughters Corp., Lincoln, Neb., appoints John C. Fehlandt Adv., Kansas City, for Three Daughters deodorant and shampoo.

Monsanto Chemical Co., St. Louis, has appointed Gardner Adv. Co., same city, for new farm chemical line to be introduced early next year in 15-state midwestern area. Michael P. Ryan is account executive. Gardner already handles Monsanto corporate, organic chemicals div., inorganic chemicals div. and merchandising div.

National Concrete Masonry Assn., Chicago, has appointed Roche, Williams & Cleary Inc., same city.

Eureka Williams Co., Bloomington, Ill., appoints Al Paul Lefton Co., Chicago, for Eureka vacuum cleaners and Williams home heating products.

Springwall Assoc. (mattresses), composed of Eclipse Sleep Products Inc. (Eclipse Springwall), N. Y., Haggard & Marcusson Co. (Tiger Springwall), Chicago, Southern Spring Bed Co. (Southern Cross Springwall), Atlanta, and U. S. Bedding Co. (King Koil Springwall), St. Paul, Minn., has appointed Campbell-Mithun Inc., Minneapolis, for national advertising, effective Jan. 1, also handling U. S. Bedding local advertising.

Ganter of California (swimwear, sweaters), S. F., appoints Bernard B. Schnitzer Inc., same city, effective Sept. 1. Mr. Schnitzer and Mickey Mulligan will handle account.

Sta-Nu Co. (dry cleaning process), Chicago, appoints Bozell & Jacobs Inc., same city.

National Concrete Masonry Assn., Chicago, appoints Roche, Williams & Cleary Inc., same city, to handle its advertising.

A&A PEOPLE

Harold T. Tasker, account supervisor, Westinghouse Apparatus Div., Fuller & Smith & Ross, Cleveland, named vice president heading Sherwin-Williams (paint) account div., succeeding **Kenneth E. Moore,** vice president, who will devote fulltime directing news business activities; **Frank P. Lapick,** administrative operations manager, Westinghouse div., named vice president and head of div., succeeding **M. F. (Mose) Ranney,** vice president, who retires Nov. 1.

John D. Burke, vice president and copy chief, Erwin, Wasey & Co., N. Y., to copy dept., Lennen & Newell, N. Y., as vice president.

I. C. Bettiker appointed regional vice president, Beaumont & Hohman Inc., Chicago.

Thomas G. Brennan, formerly producer, Official Films, N. Y., to Foote, Cone & Belding, Chicago, as radio-tv supervisor.

Julia Brown, media research director, and **Maurice Sculfort,** chief spacebuyer, Compton Adv., N. Y., appointed associate media directors.

Ronald P. Smillie, former executive vice president of Piatt & Smillie Chemicals Inc., St. Louis, former client of Krupnick & Assoc., same city, to Krupnick as account executive.

Paul T. Sprinz to Aubrey, Finlay, Marley & Hodgson Inc., Chicago, as account executive.

James E. Keefe, field representative, Minnesota Mining & Mfg. Co., St. Paul, to account management staff, Waldie & Briggs, Chicago.

Burt Schaefer, formerly appliance refrigeration sales manager, Admiral Corp., Chicago, appointed refrigeration sales manager, Norge Sales Corp., same city, subsidiary of Borg-Warner Corp.

William E. Hagerling, advertising design instructor, Art Institute of Pittsburgh, appointed art director, Sykes Adv. Inc., Pittsburgh.

Lloyd M. Hallett, formerly office manager and assistant secretary, WLOL Minneapolis-St. Paul, named head accountant, Olmstead & Foley, Minneapolis.

Carroll Carroll, Hollywood writer and humorist, to Young & Rubicam N. Y., as writer in charge of special material on *20th Century Fox Hour,* which will be sponsored by General Electric Co. through Y&R, starting on CBS-TV Oct. 5, alternate Wednesdays.

A. M. Brodine, formerly with public relations dept., Lago Oil & Transport Co. Ltd., Aruba, Netherlands West Indies, to public relations and publicity dept., Gray & Rogers, Phila.

Charles Rider, formerly with Bradbury, Sayles, O'Neill Co. (publishers), N. Y., to media dept., G. M. Basford Co., same city.

Thomas J. MacWilliams, tv director, Smith, Taylor & Jenkins Inc., Pittsburgh, elected national president, Sigma Tau Phi, national businessmen's social fraternity.

Mrs. Donna S. Quigley, radio-tv director, Cayton Inc., N. Y., and **James J. Rodden,** are to be married in September.

Edward D. Brown, tv dept., Ted Bates & Co., N. Y., and **Betty Ann Grove,** singer, CBS-TV *The Big Payoff,* are to be married Sept. 17.

RADIO-TV'S HAND OF MERCY EXTENDS IN FLOOD DISASTER

Public service reaches a new high as broadcasters selflessly work around the clock at scenes of destruction, epidemic and death.

A HUNDRED, maybe more, people huddled around an auto early last week on a Waterbury, Conn., street listening to grim messages from WATR.

Similar scenes were enacted for miles around as the residents of that stricken industrial community groped eagerly for every word from battery-powered radios, their only contact with the rest of the world.

Around them were washed-out buildings and debris. Occasionally a helicopter flew over the wreckage. The transmitter of WWCO Waterbury had been washed down the Naugatuck River. WBRY had no power.

A woman just beyond middle-age walked up to Sam Elman directing WATR's emergency coverage, kissed him, mumbled, "Thank you, thank you," and walked on down the street.

WATR had been so busy in the first hours of the flood that nobody had bothered putting WATR-TV on the air because there wasn't any use telecasting when the power was off and only radio messages would ever reach listeners' ears, anyhow.

The story of what happened last week in Waterbury was the story of Delaware Valley covering eastern Pennsylvania and western

RADIO and TV played major roles in rehabilitation planning for New England flood area. Gov. Abraham Ribicoff, of Connecticut, on Waterbury visit presented his plan to rebuild stricken communities. His voice was heard frequently on the air as he devoted full time to direction of relief work. Left to right: Gene Valentino, WATR Waterbury assistant manager; Gov. Ribicoff; Mayor Raymond Snyder, of Waterbury.

New Jersey, as well as several other Connecticut and western Massachusetts areas.

In the best industry tradition, radio and tv broadcasters in a hundred or more cities selflessly forgot food and slumber to slosh through water, work under candlelight and mouth hoarsely into microphones the messages that offered hope and information to millions.

In a sense the men and women who manned radio microphones provided a preview of what could happen in case of enemy attack. Their voices, propelled in many instances by emergency power apparatus, at times were heard only by those whose radio-equipped automobiles had escaped rushing torrents or by persons lucky enough to have portable radios that could receive emergency messages.

Hurricane Connie had provided mild emergency warmups for broadcasters. Diane set up a dress rehearsal that developed into the real thing when the heavens dumped as much as a dozen inches in brief hours over unsuspecting valleys.

At Torrington, Conn., Naugatuck River ran amok, tearing out public utility equipment and destroying many sections of the city. Edmund Waller, owner of WTOR, borrowed a gas generator and had WTOR on the air the afternoon of Friday the 19th. Volunteers lugged gasoline in two-gallon cans, the only way of fueling the emergency transmitter power supply.

By Wednesday 5,000 emergency messages had been transmitted by WTOR including the announcement that liquor, beer and wine would be dispensed once more but only in emergency cases. Facing Torrington are years of rebuilding, Mr. Waller said.

"What about business, Mr. Waller?" B•T asked.

"There's no time to worry about business. Most of our business clients were wiped out. We're running free commercials for any merchants hit by the flood, whether they were clients or not. We'll advertise anything they want.

"Take Howard's shoe store. They just remodled at a cost of $100,000. The store was completely wiped out but they'll open in a small shop soon. Shoe factories will supply stock.

"American enterprise is tremendous. You'd have to come up here to see what Americans are like when disaster strikes."

"It's getting worse very day," Mr. Waller said Thursday.

WLCR Torrington had its own troubles but joined the public service broadcasting as soon as it could get a signal on the air. WTOR had programmed at first with shortwave pickups and off-the-air rebroadcasts from WTIC Hartford, supplemented by reading of newspapers.

40 Hours Straight

At Torrington, Waterbury, Putnam and other places the station people worked as much as 40 hours at a stretch, getting relief from volunteer workers. Ralph F. D'Andrea, directing the service of WPCT Putnam, Conn., provided round-the-clock service although the town was split in two by the raging Quinebaug River. Putnam had spectacular troubles all its own as magnesium and dynamite at the riverside Sellers Mfg. Co. plant kept exploding for several days. WPCT was among the first to get emergency phone service and auxiliary power units.

Typhoid became a serious problem as water supplies went out around the flooded communities. Friendly business houses supplied needed food and such firms as Narragansett Brewing Co. shipped in cases of bottled water.

The transmitter of WWCO Waterbury was replaced Tuesday by a new one flown from RCA at Camden. A wire strung along the roof of the transmitter served as temporary antenna.

WATR had eight feet of water in the ground-floor studios. Files were moved from the second floor to the transmitter where temporary studios and offices were quickly put into operation since the particular locality didn't lose its power service.

At Stroudsburg, Pa., WVPO, newspaper-owned station, lost only a small amount of time as Delaware Valley was devastated, according to Merle C. Ostrum, general manager. WVPO operated continuously for three days, aided by volunteer workers. "We forgot about programming and commercials," Mr. Ostrum told B•T.

Though networks and stations continued to keep listeners and viewers apprised of latest developments with respect to all phases of the flood, their emphasis last week shifted toward campaigns for rehabilitation. Throughout the week, NBC-TV covered the flood on its regular news shows, using film shot by camera crews which had been sent by the network to areas where the flood had hit. The coverage included live pickups, remotes and beeper interviews.

The disaster was covered over the Aug. 17-18 weekend by NBC Radio on *Monitor*, the network's weekend radio service. Listeners were kept posted with frequent cut-ins and remotes on this show as well as other broadcasts during the week.

The NBC-TV network reported that the National City Bank of New York, sponsor of a

THESE baggy eyes belong to W. Joe Isenhower, Early Bird and program director of WMYB Myrtle Beach, S. C., who worked 72 hours with only six hours sleep. Myrtle Beach took Diane in stride, its third hurricane in a year.

news show nightly on WRCA-TV New York, had relinquished its commercial time for appeals to be made to help flood victims. The network also sent a group of celebrities including Eddie Fisher, Matt Dennis, Bert Parks and John Reed King to WKNB-TV New Britain, Conn., to stage a telethon Aug. 24-25 on behalf of the victims of the flood. The telethon raised upwards of $147,000.

Mutual broadcast news of the flood on all regular newscasts throughout the week and arranged for telephone interviews with eyewitnesses in the striken areas of Massachusetts, Connecticut and Pennsylvania. Many of its affiliated stations reported they have begun campaigns for funds for flood victims.

CBS Radio continued to give reports on latest developments, and on many of its regular newscasts appeals were made for contributions to the American Red Cross.

CBS-TV flew news reporters Tom Costigan, Dan Karasik and Syd Byrnes to the ravaged areas, accompanied by camera crews. Film footage and sound commentary were carried on network news shows and also used on special programs presented over the network's WCBS-TV New York. These special shows over WCBS-TV were carried on Aug. 19, 20 and 21.

Yesterday (Sunday) ABC-TV was to telecast a special hour-long appeal for help for the flood

areas. Show, 8-9 p.m., featured Arlene Francis, and told the story of the flood and the damage it had caused in areas which it struck. Throughout the previous week flood news was carried on ABC-TV's regularly scheduled newscasts.

ABC Radio was set to carry a special documentary yesterday entitled *Disaster*. In addition to coverage on regular news programs throughout the week the network also broadcast interviews with persons in the flood areas who could be reached by telephone.

WINS New York launched a campaign for funds in conjunction with WGTH Hartford and WVPO Stroudsburg, which cooperated with WINS in broadcasting flood reports from the scene of the disaster. By late Thursday night WINS reported that it had collected more than $4,000 which it will divide equally between WVPO and WGTH. WINS also plans to continue the campaign and arrange an entertainment benefit performance in Hartford.

WINS arranged for coverage of the flood starting last Friday afternoon by setting up a twelve station "Hurricane Network" which at one point was said to be the only means of information on disaster areas for all official agencies in New York. WINS General Manager Robert J. Leder made arrangements for the following stations to telephone the latest information: WBZ Boston, WAAL Middletown, WGTH Hartford, WGNY Newburgh, WVOS Liberty, WTNJ Trenton, WBUX Doylestown, WALD Danbury, WNNJ Newton, WLNA Peekskill, WVPO Stroudsburg and WATR Waterbury.

From Aug. 19 through the end of last week, city-owned WNYC New York carried a continuous flow of information on flood, road, and rail conditions as a public service effort, beamed primarily at the families of summer campers.

Rescue Victims

WEJL Scranton, in the heart of a flooded area, sent men to various disaster areas, where instructions on evacuation were broadcast to residents. Crews in the mobile unit assisted in the rescue of several victims. At 12:30 p.m. on Aug. 19 WEJL broadcast a 70-minute news program, providing a wrap-up of the flood situation to date, and giving information concerning road conditions, restricted areas and the rescue of further flood victims.

Starting last Tuesday, WPIX (TV) New York launched an effort to raise funds for flood relief, saturating its entire programming structure with public service announcements. The station intends to continue this project for at least two weeks, during which time viewers will be urged to make contributions to the local chapter of the Red Cross.

While Hartford was fortunately situated between two floods and escaped major suffering, its radio and tv stations were kept busy over the weekend, and all last week, servicing nearby communities and providing emergency service. WDRC maintained hurricane advisories during Connie and Diane, and really went to work when the floods came. Russ McNaughten, chief announcer, directed the coverage. CBS was given six feeds in three days.

Paul W. Morency, WTIC Hartford, told B•T Thursday afternoon that the station's "Flood Bank" fund had reached a total of $131,850. The three-day campaign started Tuesday night and had a Friday night target of $200,000. Red Cross and WTIC personnel worked around the clock. WTIC gave WATR Waterbury and other stations permission to pick up its newcasts and weather reports. The station was mouthpiece for emergency messages.

In Providence, R. I., emergency service started at daylight Aug. 19 and continued for several days. WJAR-AM-TV sent newsmen and photographers to Woonsocket and Putnam, where damage was heavy. WJAR-TV showed exclusive films of President Eisenhower's Tuesday conference with governors of six eastern states.

WPRO-AM-FM Providence had news and camera crews in the flooded areas. A special plane was chartered, with Morton Blender, newscaster, and a camera crew covering the critical spots. Staff newsmen flew with Gov. Roberts, of Rhode Island.

WTAG Worcester, Mass., and WESO Southbridge picked up each others' emergency programs.

Staff members of WWLP (TV) Springfield, Mass., had to wade to work but managed to reach areas where water had caused damage. One washout stopped communication between the office and the Provin Mountain transmitter, 10 miles away. Films and mail were carried to the edge of the washout and a mile of relaying through mud and water was necessary.

WACE Chicopee, adjoining Springfield, set up a control center. Ralph J. Robinson, station manager, is radio officer for the Western Massachusetts amateur's emergency system (RACES) and directed civil defense communications throughout the valley. Six Forestry Service stations operated out of WACE. Trailers of dry ice from New Haven and Boston were shipped to the station and delivered to stricken spots by plane.

Red Cross Funds Sought

In Ware, Mass., Bill Sweeney, WARE general manager, and Dave Pryce, chief engineer, lugged broadcast gear up to the transmitter, wading through neck-high water. The watery hike took nearly five hours. On arrival they put WARE on the air, serving a score of isolated communities. Warnings about collapsed water supplies were given primary credit with averting a possible epidemic. WARE messages directed highway repair crews. Five staff members worked 56 continuous hours.

WFIL-AM-TV Philadelphia maintained continuous service. Roger W. Clipp, general manager, wired E. Roland Harriman, Red Cross president, informing him "effective immediately in cooperation with local Red Cross authorities every locally originated program and program personality is calling for immediate financial support flood relief."

WAVZ New Haven broadcast from Waterbury, Ansonia, Derby and Seymour, Conn., and covered the Hartford visit of President Eisenhower.

WNHC-TV New Haven was scheduled to present an hour-long fund-appeal program yesterday from 8-9 p.m. EDT. Titled *Suddenly Disaster Struck*, the program included on-the-spot film reports of the destruction in the New England area. Television and motion picture personalities residing in Connecticut arranged to participate in the telecast. WNHC-TV cameramen shot more than 3,000 feet of sound and silent film since Aug. 19.

The name of "Operation Washout" was coined by WHYN-AM-TV Springfield for its overall plans of news coverage, public assistance and emergency information. Starting on Aug. 19 and continuing through last week, both stations served as channels of news and public service information.

WRCA-AM-TV New York last week sent telegrams to 50 radio and tv stations in the devestated areas, offering to broadcast help-wanted notices for flood victims. The telegrams stressed that the stations' appeals would not be for money but for surplus equipment, furnishings or clothing, blankets, beddings and other needed items.

BOWMAN DAIRY Co. of Chicago takes three-day co-sponsorship of *Man on the Street* program on WROK Rockford, Ill., as Robert N. Wilford (r), advertising director of the dairy, and John J. Dixon, WROK general manager, sign the contract. The program, broadcast continuously on WROK for 21 years, is sponsored the remaining three days by Olsen & Ebann Jewelers, now marking its 15th year with the program.

Though WKNB-AM Hartford managed to stay on the air Aug. 19, WKNB-TV went off the air that morning when the Farmington River flooded the Connecticut Power Co. stations which supply the tv transmitter in Farmington. At 4:30 p.m. an emergency generator had been placed atop Rattlesnake Mountain and WKNB-TV returned to the air. Throughout that day and weekend, both stations continued to broadcast a continuous stream of flood information.

WICC Bridgeport, outside the disaster area, kept listeners alerted to the possibility of the flood on Aug. 19, but later concentrated on the state and area picture. On Aug. 21 the station broadcast news and appeals for help to flood victims, and some 2½ hours broadcasting a plea on behalf of the red cross. Eight truckloads of canned food were collected in the Bridgeport area. The station continued to air appeals for contributions throughout the week. Last Monday General Manager Philip Merryman interviewed Gov. Abraham Ribicoff of Connecticut in what was claimed by the station to have been an exclusive.

Rev. Percy Crawford, radio-tv evangelist, couldn't broadcast his daily program on WIBG Philadelphia from his Pinebrook camp near East Stroudsburg, Pa., so he used his tape recorder for on-the-spot accounts of Delaware Valley's disaster. The ad lib broadcast was described by WIBG as "completey and professionally done."

Taylor Grant, WPTZ (TV) Philadelphia, directed a 12-man staff that worked the night through to alert areas to possible danger as the rains came.

Alan Scott (*Let Scott Do It*, Mon.-Fri., 9-10 a.m. on WPTZ) went to the Poconos as the rains were starting Aug. 18. He loaded his vacationing family into a car and headed for Philadelphia only to be stopped when his brakes went out. He reached Philadelphia Sunday night, with the station having used three private planes three days in an effort to locate the family.

Rob MacLeish went to Connecticut for WBZ-WBZA Boston-Springfield. He covered the arrival of President Eisenhower at Hartford and

surveyed storm damage for the Westinghouse outlets.

Philadelphia stations continued flood coverage and public service announcements over the weekend. Pennsylvania state police addressed teletype messages, "Attention, Associated Press, United Press and WCAU news." Philadelphia police relayed messages to WCAU as they came. Charles Shaw, news director, had a 15-man staff working around the clock. Tv coverage included photos and maps.

KYW and WPTZ (TV) Philadelphia maintained emergency programming over the weekend and kept crews in the afflicted areas.

Connie and Diane brought round-the-clock newsreel coverage by WMAR-TV Baltimore including films showing debris from the sunken schooner *Levin J. Marvel* and interviews with survivors. A hookup of yachts in the Chesapeake provided weather data but storm static overrode most of the messages and the network was unusable during the critical periods.

Climaxing a week of special flood service, WEEU Reading, Pa., put on a special "Operation Evacuation" pickup, with on-the-spot story of the arrival in Allentown of 300 children caught in isolated resort areas.

WBUD Trenton covered the area's worst flood in history, working with auto clubs, police and other public service groups. Warnings of danger were sounded 24 hours before the flood crested, with the station staff working right through the nights. Richard M. Hardin, WBUD president, publicly thanked the staff on a Wednesday newscast, along with others who cooperated in the coverage.

WTTM Trenton, N. J., went on an emergency basis as the Delaware Valley was struck, serving as a message center and rounding up personnel, vehicles and supplies for civil defense agencies. The public was asked to remain calm and stay away from flood areas.

Arnold Snyder, news director, directed emergency coverage as regular programming was abandoned. Joe Ayares, newsman, flew over the Delaware River, recording an account of the flood and later went out with a motor boat rescue crew. Fred L. Bernstein, WTTM manager, directed the emergency service. Civil and military officials were interviewed and citizens were supplied help in solving their emergency problems.

On his *It Looks to Me* commentary Arnold Snyder, WTTM newsman, praised work of police, firemen and civil defense volunteers but called for a strengthened weather bureau, improved flood control measures and federal-state action to provide low-cost disaster insurance for homeowners and small business.

Radio Amateurs Aid Flood Relief Work

IN THE hardest hit areas of Connecticut and Pennsylvania, radio amateurs were still at their posts a week after the disaster, handling messages for the Red Cross, civil defense, highway and health departments, state police, and hundreds of individuals worried about friends and relatives in the flooded sections.

Some amateurs, members of the Radio Amateur Civil Emergency Service, were alerted by their local civil defense radio officers early Friday. Others, in communities having no organized CD set-up, worked with the Amateur Radio Emergency Corps, a group formed by emergency-conscious members of the American Radio Relay League, the amateurs' national society. Still others, who regularly meet on specific amateur frequencies to relay radio messages free of charge for servicemen, other amateurs and the general public, got together either by radiotelegraph or radio-telephone in their customary state, regional and area networks to handle emergency messages.

Location of ARRL's national headquarters in West Hartford and its Maxim Memorial station, W1AW, in nearby Newington, placed it in the center of things. This station is only one of a great many amateur stations active during the emergency; nevertheless, it is a good point from which to view the amateur communications for the state. Since Hartford was designated as Red Cross disaster headquarters, and was already the focal point for state civil defense, W1AW served as a terminus for many vital messages.

Torrington had one outgoing circuit on 29-mc to an amateur in Ellington, Conn. Members of his family took messages next door to another amateur, who passed them to Newington on 3.8-mc. When the operator of the only active station in hard-hit Winsted needed relief two other hams were flown in by helicopter to operate his rig.

Studio 'Remotes'

THE LACK of a remote control unit has not prevented KLIX-TV from bringing its viewers important up-to-date events. The ch. 11 Twin Falls, Idaho, station merely "remotes" the happenings from its studio.

A recent joint meeting of the Twin Falls City Council and Zoning Commission was held in the KLIX-TV studios so that the meeting could be televised. A large crowd attended the debate on one of the city's "hottest" questions in several years.

An hour-long horse show also was telecast from the lawn outside the studio. Dozens of participants in the Magic Valley Horse Show cooperated by bringing their animals to KLIX-TV.

No mountains have been moved, but a sincere public service has been rendered.

Boundy to WGBS-TV Post

GLENN BOUNDY Jr. has been named operations manager of WGBS-TV Miami, Fla., according to Managing Director Frank Riordan. Mr. Boundy, son of Glenn G. Boundy, director of engineering, Storer Broadcasting Co., got his start in tv at WJBK-TV Detroit while he was still in college. His job will be coordinating all operational functions of the ch. 23 NBC television affiliate.

MR. BOUNDY

Coast Fm Hookup Planned

WEST COAST fm multiplex network linking fm stations from Sacramento to San Diego with regular good music programs plus multiplex background music service has been announced by Arthur Crawford, owner of KCBH (FM) Beverly Hills, key station. The network is to be ready early next year, operating 24 hours daily on three channels—normal broadcast, background and code signals to key commercials for various audiences. Relay stations will be located on Mt. Diablo and at LeBec, Calif.

KRON-TV Buys KNBC Spots To Promote Fall Schedule

KRON-TV San Francisco, to promote its new fall schedule, has purchased a spot announcement campaign on KNBC there, effective Sept. 1 and calling for 42 one-minute announcements a day. The radio campaign to promote a tv lineup is not a "trade deal" (where one medium places advertising on another to balance accounts), it was emphasized by Harold P. See, KRON-TV manager. Mr. See said that KRON-TV has purchased and will pay for the announcements in the same manner as any other advertiser.

KNBC is the NBC o&o outlet in San Francisco. KRON-TV is owned by the Chronicle Pub. Co. (*San Francisco Chronicle*) and is affiliated with NBC. The KRON-TV campaign is being handled by the San Francisco office of Abbott Kimball Adv.

WDBJ-AM-TV Roanoke Starts $1,000,000 Building Program

A $1 million building program is underway for WDBJ-AM-TV Roanoke, Va., with completion due shortly after the first of the year. The station, scheduled to begin telecasting early this fall, will operate from temporary quarters until the new building is ready, according to M. W. Armistead III, president of Times-World Corp., which operates WDBJ-AM-TV and publishes the *Roanoke Times* and *Roanoke World-News*.

Equipment to be installed in the new studios will enlarge WDBJ-TV's facilities for color tv by permitting local broadcast of films and slides. Besides the new tv station, construction plans call for remodeling the newspaper plant and new studios for WDBJ, all under the same roof.

WTVH-TV Buys New Tower

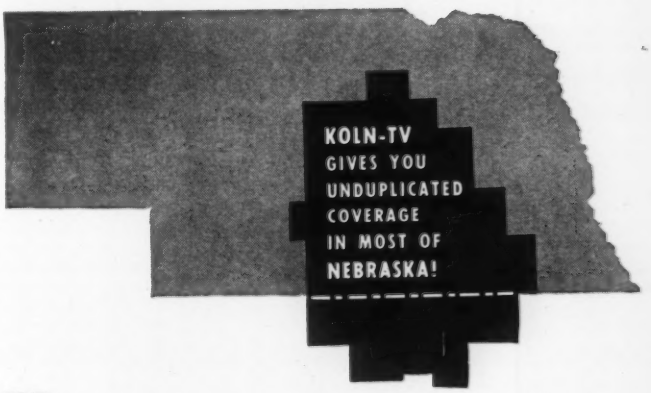
PURCHASE from RCA of a new tower which will reach 1,000 ft. above ground and increase power to 500 kw has been announced by ch. 19 WTVH-TV Peoria, Ill. The proposed tower, which is expected to be in service by mid-November, is being constructed in sections by Dresser-Ideco Co. of Columbus, Ohio, and will be located at the site of the station's present 240-ft. tower at Creve Coeur, Ill. Edward G. Smith, general manager of licensee Hilltop Broadcasting Co., said the new tower will be "the highest man-made structure above ground in Illinois."

WOAI-AM-TV Names Reed

ROBERT REED has been appointed program manager of WOAI-AM-TV San Antonio, according to James M. Gaines, vice president and general manager. He comes to WOAI from NBC (WRC) in Washington where he was featured daily on a 3½ hour radio show, *Your Timekeeper*, plus several tv programs. Mr. Reed also was executive producer and director of *Major Bowes Amateur Hour* for 10 years and has been a featured performer, producer and director for other top network shows. His new appointment became effective Aug. 26.

MR. REED

ARE YOU HALF-COVERED IN NEBRASKA?



VIDEODEX JULY, 1955 REPORT
LINCOLN-LAND STUDY
Summary Table — Average Ratings — % TV Homes

	KOLN-TV	"B"	"C"	"D"
SUNDAY: 1:00— 5:00 P.M.	12.2	3.0	7.9	2.7
5:00—11:00 P.M.	19.0	7.9	9.3	3.9
MONDAY THRU FRIDAY:				
1:00— 5:00 P.M.	11.6	4.6	6.1	2.2
5:00—11:00 P.M.	20.3	8.5	9.3	3.3
SATURDAY: 1:00— 5:00 P.M.	16.4	4.2	5.5	2.4
5:00—11:00 P.M.	19.1	9.7	8.6	3.6
TOTAL: 1:00— 5:00 P.M.	12.3	4.6	6.2	2.4
5:00—11:00 P.M.	19.9	8.5	9.2	3.4

YOU'RE HALF NAKED IN NEBRASKA COVERAGE IF YOU DON'T REACH LINCOLN-LAND — 42 counties with 200,000 families — 125,000 unduplicated by any other station. Videodex proves that KOLN-TV gets 98.4% more afternoon LINCOLN-LAND viewers than the next station—116.3% more nighttime viewers!

95.8% of LINCOLN-LAND is outside the Grade B area of Omaha. This market is farther removed from Omaha than South Bend from Fort Wayne, Hartford from Providence or Syracuse from Rochester.

Let Avery-Knodel give you all the facts on KOLN-TV — the official CBS-ABC outlet for Southern Nebraska and Northern Kansas.

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Avery-Knodel, Inc., Exclusive National Representatives

AM-TV-FM

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WKZO-TV — GRAND RAPIDS-KALAMAZOO
WJEF — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD — PEORIA, ILLINOIS

THREE VHFS READY FOR SEPT. STARTS

THREE new vhf stations have announced plans to begin regular operations during the first week of September.

KCRA-TV Sacramento, Calif., ch. 3, owned by KCRA Inc. is to take the air on or about Sept. 1. The station will be a basic NBC affiliate.

KNTV (TV) San Jose, Calif., ch. 13, expects to be on the air Sept. 6. The station is owned by the Sunlite Bakers and will be an independent.

KTRE-TV Lufkin, Tex., ch. 9, is set to program on Sept. 1. The station will receive NBC programs from KPRC-TV Houston, Tex., but is not an NBC affiliate.

KCOP (TV) Los Angeles Boosts Power, Revises Format

KCOP (TV) Los Angeles, ch. 13, will increase its power to 170 kw effective Sept. 12 and on the same day will launch its "New Horizons in Tv Entertainment," according to Jack Heintz, vice president and general manager. The new program format will place heavy emphasis on live programs during daytime hours.

Feature of the new schedule will be *Town Hall Ranch Party*, starring Jay Stewart as m.c. with daily guest shots by the country's top western names in country music. The daily show will originate from Sierra Creek Park, a new recreational playground in the Santa Monica Mountains. "We feel that live personalities are better entertainment, and that's what we want to give the viewing public," stated Mr. Heintz.

KVFD-KQTV (TV) Ft. Dodge Order Gates, GE Equipment

PURCHASE of a new transmitter from the Gates Radio Supply Co., Quincy, Ill., has been announced by Ed Breen, manager of KVFD Ft. Dodge, Iowa. Additionally, KVFD has ordered two 3-speed turntables to replace two of the five in current use at the station.

At KQTV (TV) Ft. Dodge, sister station of KVFD and also managed by Mr. Breen, it was announced that a new GE antenna has been ordered to replace the one damaged by lightning July 12. The station hopes to be back on the air before the first of October, in time for the World Series and the Iowa football games.

KLZ Promotes McEniry

JOHN McENIRY, assistant sales manager for KLZ Denver, has been promoted to local sales manager for the CBS affiliate, according to Lee Fondren, KLZ general radio sales chief. Mr. McEniry has has been in the Denver radio scene since 1937 and has been with KLZ for one year, coming to the station from a sales position with KFEL and KIMN. In his new position, Mr. McEniry will head a five-man local sales staff.

MR. McENIRY

OFFICIALS of KOMO-AM-TV Seattle complete arrangements for NBC Spot Sales to be national representative for the stations. The agreement brings to 11 major television and nine radio markets represented by NBC Spot Sales. L to r: O. W. Fisher, president, Fisher's Blend Station Inc.; Thomas B. McFadden, vice president in charge of NBC Spot Sales, and W. W. Warren, vice president and general manager of Fisher's Blend Inc. and Fisher's Television Co.

WXEL-TV Promotes Barron and Garfield

WXEL-TV Cleveland has promoted two men in its sales staff, according to managing director Franklin Snyder. Frank Barron has been named local sales manager and John Garfield has been appointed national sales executive.

Mr. Barron, who has been with WXEL-TV since 1953, will be responsible for the direction of local salesmen and all sales and service activities with area advertising agencies and accounts. Mr. Garfield, who will work with the national sales offices of Storer Broadcasting Co., owner of WXEL-TV, and the Katz Agency, national sales representative, joined the station last January from WGAR Cleveland.

KOVR (TV) Plans S.F. Studios

KOVR (TV) Stockton, Calif., ch. 13, will open auxiliary studios in San Francisco, about 45 miles away, sometime in September, Terry H. Lee, general manager, has announced. The studios, from which a portion of the station's programming will be originated, will be located in the Mark Hopkins Hotel atop Nob Hill.

KOVR general offices, sales offices, and promotion and publicity activities will be headquartered with the studios. Recently KOVR applied to the FCC for permission to move the station to San Francisco, but was denied the request because, the Commission stated, Stockton would be left without a television service.

KPMC Increases Power

KPMC Bakersfield, Calif., has begun testing its new 10 kw transmitter, which will replace the 1 kw unit now in use, according to Leo Schamblin, who has been station manager for the ABC outlet since it went on the air in 1932. The new transmitter is located south of the city. Business operations will continue in the downtown studios.

Dow, WNEM-TV to Press 6-Month Series Into 5 Weeks

TO OBSERVE the 10th anniversary of the end of World War II the Dow Corning Corp. (chemicals) of Midland, Mich., will present over WNEM-TV Bay City, Mich., the tv version of President Eisenhower's best seller *Crusade in Europe*. The unusual feature of the presentation is that the entire six-months series will be televised in a period of five weeks, on a Monday-Friday 6:30-7 p.m. basis.

Jack Parker, who covered the war as a correspondent for ABC, serves as host-commentator for the series which began on WNEM-TV yesterday (Sunday). More than 165 million ft. of allied and captured German and Japanese film, some of it never before available, depicts the story of World War II from before the U. S. entry until the final victory.

Because of the great concentration of the series, Dow Corning Corp.'s presentation is believed to be a "first" in tv programming.

Services Held for Jaggers, KCOW Alliance President

FUNERAL SERVICES were held last Wednesday for Hans Jaggers, 71, president of Sandhills Broadcasting Corp. (KCOW Alliance, Neb.) who died Aug. 21.

As well as being a broadcaster Mr. Jaggers was a leading cattleman, hence the call letters KCOW. He helped to found the Sandhills Broadcasting Corp. in 1949 and he was president of the corporation until his death.

Mr. Jaggers is survived by his wife, Elsie, a brother, Robert, of Hay Springs, Neb., and a sister, Mrs. D. Eichorn, of Peoria, Ill.

WGBS-TV's New Tower Rises

WGBS-TV Miami, Fla., reports that construction is proceeding rapidly on its new tower which when completed will be "the tallest in South Florida." The ch. 23 station believes the new tower will be the heaviest and strongest ever constructed, with three of the nine anchors each weighing 625 tons. Jorgenson & Schreffler of Miami designed the tower, which WGBS-TV says will raise its power to an equivalent of 800 kw.

'100 in 1' Day in Mobile

WALA-TV Mobile, Ala., was the hub around which nine radio stations teamed up to sell 119 cars in 16 hours for a local automobile dealer. The nine-radio, one-tv network produced results surpassing by 19 the goal set in the special "100 in 1" sale (100 cars in one day). Participating in the promotion in addition to WALA-TV were WALA, its radio companion; WKRG-AM-FM, WABB, WKAB and WAIP, all in Mobile, WHEP Foley and WPBB Jackson, both Ala., and WPMP Pascagoula, Miss. The radio stations started the cars rolling at 6:30 a.m. and on every half hour a five-minute pickup was aired from the car lot. WALA-TV carried four telecasts from the outdoor car lot while the sale was in progress. According to WALA-TV, reports from people who purchased automobiles during the sale attribute to the telecasts the major share of the credit for inducing them to buy.

Now... prestige programming pays off with

RCA *Thesaurus*

"GREAT DAYS WE HONOR"

40 entirely new and different 15-minute *fully recorded* Radio Shows dedicated to 40 outstanding patriotic and religious occasions.

Each program devoted to one great day.

Each program conducted by a nationally-known dignitary who explains the origin, meaning and importance of the great day.

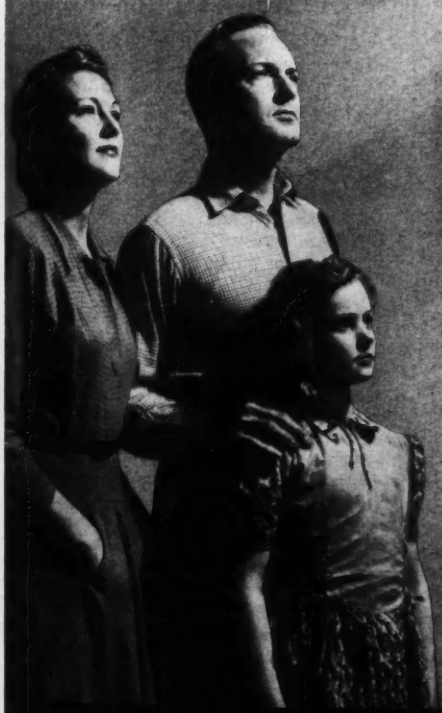
Each program rich with music specially composed to explain in song the special day it honors.

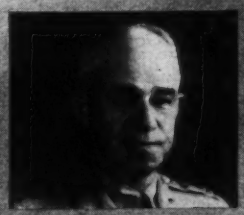
Each program replete with traditional songs and music by famous talent.

Each program produced under the supervision of an officially authorized group or person.

THE STARS OF "GREAT DAYS WE HONOR" HAVE SOLID FAMILY APPEAL

This is just one of the 27 headline shows . . . just part of the 1375 minutes of planned programming weekly, plus other great features you get when you subscribe to the RCA Thesaurus program service.

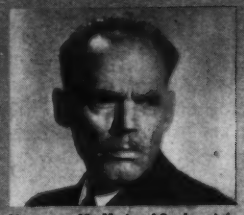




General of the Army Omar N. Bradley in 10 Patriotic Holidays on behalf of the Paralyzed Veterans of America.

Father James Keller, Director of The Christophers, in 10 Catholic Holy Days.

Ray Middleton in 9 Protestant Holy Days.



Henry Hull in 10 Jewish Holy Days.

ANOTHER RCA THESAURUS 20TH ANNIVERSARY FEATURE!

For complete information write, wire or call your nearest RCA Recorded Program Services office.

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Bankruptcy Petition Filed by KCOK Tulare

SHELDON ANDERSON, owner of KCOK Tulare, Calif., listed 367 creditors and indebtedness of $752,985 in a bankruptcy proceeding in U. S. District Court in Fresno, Calif.

Mr. Anderson outlined assets of $53,310 exclusive of the radio station and broadcasting license. His petition seeks to have him declared a debtor in possssion of his property. If granted, Mr. Anderson would be permitted to run KCOK under supervision and eliminate his debts over a period of years.

The debts were incurred, Mr. Anderson declared, when he built and operated KCOK-TV, uhf ch. 27 in Tulare. The station, now using the call letters KVVG (TV), was taken over by a group of creditors after attempts to sell the plant failed last year.

Mr. Anderson's petition listed unsecured claims totaling $373,964; secured claims of $353,337; taxes due the federal government—$23,620; wage claims of $1,015, and local taxes due of $1,057.

WTOP Creates News Division, Five Newsmen to Be Released

PLANS for the establishment of a news and public affairs division at WTOP-AM-TV Washington have been announced by John S. Hayes, president of WTOP Inc. WTOP and CBS News have maintained a single news operation in the Nation's Capital, but these will be separated on Oct. 30 when the station's new division commences operation.

The new division will be responsible for news gathering activities and broadcast of news and public affairs programs, with emphasis on local coverage, the station said.

Because of the creation of the new division, effective with the Oct. 30 date, the services of five news commentators will not be utilized. They are: Paul Niven, Bill Costello, Claude Mahoney, Peter Hackes and Stephen Kushing. Personnel to be assigned to the WTOP News & Public Affairs Div. will be announced shortly.

Adler Moves to WABD (TV)

APPOINTMENT of Bill Adler, former director of special projects for WRCA-AM-TV New York, as director of press and special events for WABD (TV) New York was announced last week by Ted Cott, general manager of DuMont-owned tv stations.

Mr. Adler has been with WRCA-AM-TV New York since last January, producing news and special events programming and documentaries and writing and producing the *Tex and Jinx* show.

KDUB-TV Boosts to 50 Kw

KDUB-TV Lubbock, Tex., has installed a new DuMont 50 kw transmitter, according to Jack McElrath, news director. The station's old 5 kw transmitter is being sent KDUB-TV's satellite, KPAR-TV Sweetwater, Tex., which will soon go on the air.

KTRK-TV ID's in Color

KTRK-TV Houston began televising station identification slides in color last week, according to Willard E. Walbridge, general manager. The ID slides are of familiar scenes and landmarks of the Houston area.

Beachside Radio

WJBK Detroit has been given credit for doubling the attendance at Metropolitan Beach by recreation director Robert E. Giradin. The station is operating from its new summer studio on the beach and disc m.c. Don McLeod does a daily five hour program from the water's edge.

Mr. McLeod's music and interviews of guests have become an important entertainment feature of the beach as his broadcasts are tied into the loud speaker system and can be heard over the entire area. The beach is located 22 miles northeast of the Detroit city hall.

STANDING in front of the WJBK summer studio at Metropolitan Beach, Detroit, Robert E. Giradin, beach recreational director, points out high points of the area to (l to r) Harry Lipson, WJBK managing director; Don McLeod, disc m.c., and Gar Meadowcroft, assistant managing director.

Chevrolet Buys 'Six Plan'

CHEVROLET dealers of Southern California became the first buyers of KNXT (TV) Los Angeles' new "Six Plan" according to Robert B. Wood, general sales manager for KNXT and the Columbia Television Pacific Network. Under the plan, an advertiser using six announcements each week (other than A or AA times) earns a volume discounts of 25%. Eisaman-John Agency handles the Chevrolet account.

WAKR-TV Increases Power

WAKR-TV Akron, Ohio, will increase its power from 18.2 kw to 213 kw the latter part of September, according to S. Bernard Berk, president. The ch. 49 station also will increase its daily operating schedule and has established a photographic department.

WXEX (TV) Connected to Bell

CONNECTION of WXEX (TV) Petersburg, Va., to the Bell Telephone System's nationwide network of tv facilities has been announced by the Long Lines Department of American Telephone & Telegraph Co. Addition of the outlet brings the total number of connected stations to 365 and the number of cities served to 242.

WQXR Releases Beer-Ale Survey Compiled by Pulse

RESULTS of a five-year comparative survey of beer and ale on hand in radio homes in the New York metropolitan area were released last week by WQXR New York.

The latest survey, conducted for WQXR by The Pulse in personal interviews with WQXR listening families and non-WQXR listeners, was combined with the results of four previous beer inventories to give a five-year comparison of brand preferences on hand in the home. The first five brand leaders in the 1955 survey among WQXR families were Rheingold, Ballantine, Piel's, Schaefer, and Schlitz. Leaders among the non-WQXR families were Rheingold, Ballantine, Schaefer, Piel's, and Ruppert.

WQXR's continuing study, designed to determine audience characteristics on a comparative basis, has been conducted for the station by The Pulse since 1949. Comparative studies are available at WQXR covering bread, coffee, cigarettes, mustard, banking and investments, vacations, and automobiles.

Underwood, Lochridge Promoted by Katz Agency

APPOINTMENT of Arthur J. Underwood Jr. as manager of the Detroit office of The Katz Agency, national advertising representatives, was announced last week by the company. He succeeds W. Fiske Lochridge, who becomes assistant sales manager of Katz' newspaper division in New York.

Mr. Underwood has been on the Detroit sales staff of The Katz Agency since 1946. Mr. Lochridge succeeds John L. Cross Jr., who was killed in an airplane accident earlier this month.

WGN Adds All Illini Games

A NINE-GAME schedule of all U. of Illinois Big Ten and intersectional football games will be carried by WGN Chicago starting Sept. 24, under sponsorship of Mike McCarthy Motors, the station has announced. Myron Welden will handle play-by-play. WGN previously contracted for coverage of the Chicago Bears 12-game pro football schedule, with Standard Oil Co. (of Indiana) as sponsor, starting with exhibition contests Aug. 20. The Illini Big Ten schedule runs through Nov. 19.

WSJS-TV Has New Facilities

WSJS-TV Winston-Salem, N. C., will begin using the station's new facilities, which include a power of 316 kw and tower 2,000 feet above average terrain, the first two weeks of September. The ch. 12 station will be equipped for full color transmission.

WINS Names Burke-Stuart

BURKE-STUART Co., New York, has been appointed sales representative for WINS New York, effective immediately, in Chicago, Boston, Philadelphia, Baltimore and Washington. WINS, an independent station, operates with 50 kw on 1010 kc.

Farm Bureau Changes Name

FARM BUREAU Insurance Cos., which owns the Peoples Broadcasting Co., will change its name effective Sept. 1 to Nationwide Insurance. The company operates stations WRFD Worthington, Ohio; WTTM Trenton, N. J.; WMMN Fairmont, W. Va., and WGAR-AM-FM Cleveland.

REPRESENTATIVE APPOINTMENTS

KTVQ (TV) Oklahoma City has appointed Joseph Hershey McGillvra Inc., N. Y., as national representative.

WJOB-AM-FM Hammond, Ind., appoint William G. Rambeau Co., N. Y., as national representative, effective Sept. 1.

KYA San Francisco has appointed Am Radio Sales Co., L. A. and Chicago, as regional representative in midwestern and southern Calif. areas.

REPRESENTATIVE PEOPLE

Verne W. Behnke, sales manager, eastern div., Motion Pictures for Tv, N. Y., to tv sales dept., Edward Petry & Co., N. Y., as account executive; **John J. Carter,** formerly in charge of sales development and promotion, Adam Young Inc. (representatives), N. Y., to Petry promotion dept.; **Bill Asip,** network sales staff, NBC, to tv sales staff as account executive.

Edward Kenefick to tv sales staff, George P. Hollingbery Co., N. Y.

Bill Shaw, account executive, Headley-Reed Co. Chicago, father of girl, Mary Louise.

STATION PEOPLE

W. E. McClenahan appointed sales manager, KCRG-TV Cedar Rapids, Iowa, succeeding **Wade S. Patterson,** who will devote fulltime to KCRG.

Gene Ellerman, formerly sales manager, WBBC Flint, Mich., appointed sales manager, WWTV (TV) Cadillac, Mich.

MR. ELLERMAN

Karl Eisele, account executive, WISH Indianapolis, to WPGC Morningside, Md., as commercial manager.

Herb Evans, formerly with WNET (TV) Providence, R. I., to WTAO - AM - TV - WXHR (FM) Cambridge, Mass., as chief engineer.

Dallas DeWeese, formerly news director, WLW Cincinnati, appointed news director, WISH Indianapolis.

William H. Lutz, vice president, Pratt & Lambert Inc. (paints, varnishes, enamels, lacquers), Buffalo, N. Y., elected to board of directors, WGR Corp. (WGR-AM-TV Buffalo).

MR. LUTZ

Mac Lean Chandler, formerly manager, CBS-TV Spot Sales, S. F., appointed sales executive, KGO-AM - FM - TV San Francisco.

Danny Kirk, formerly with WFAA-TV Dallas, Tex., appointed operations desk director, KTRE-TV Lufkin, Tex. (target date Sept. 1).

Bill Iglehart, WPFB Middletown, Ohio, appointed commercial director; **Charlie Reeder,** formerly station manager, WCOL Columbus, Ohio, named WPFB production director; **Bob Cordray** named news director; **Ron Allen** and **Johnny Noland** to station as announcers; **Jessie Lee Weizenecker** joins as copywriter.

KLOR (TV) Portland was co-host with Dodge Div. of Chrysler Corp. at a champagne party in the station's studio to watch the new *Lawrence Welk* "Champagne Music" program, sponsored by Dodge. Front row (l to r): Dodge dealers G. B. Alford and Don V. Cady; W. B. Sutlive, Dodge regional sales manager, and Dodge dealer Dick Niles. Back row (l to r): Dodge dealers T. E. Pederson and C. R. Parkinson and William A. Healy, director of KLOR.

Bob Mays, formerly sports director, Tulsa Broadcasting Co. (KTUL Tulsa, KTVX (TV) Muskogee, Okla., KFPW-AM-FM Ft. Smith, Ark.), appointed news director, KARD-TV Wichita, Kan.

Katherine Fox, special broadcast services director since 1941, resigns and expects to announce future plans following Labor Day.

Al Slep, formerly with promotion and publicity dept., Republic Pictures, N. Y., named promotion coordinator, advertising and promotion dept., WRCA-TV New York, succeeding **Al Perlmutter,** who has been named special projects manager, WRCA-AM-TV special events dept. [B•T, Aug. 22].

June Buzzelli, national promotion staff, Westinghouse Broadcasting Co., N. Y., appointed assistant promotion manager, KDKA Pittsburgh, effective Sept. 7; **Wayne Griffin,** formerly associated with ABC *Breakfast Club* and other network shows, signed to exclusive KDKA-TV contract to present daily 60-minute *Wayne Griffin Show,* effective today (Mon.).

MISS BUZZELLI

James Mortwedt, general manager, WTRW Two Rivers, Wis., to sales staff, WTWO (TV) Bangor, Me., effective in early September.

Paul H. Weiss, account executive and copy chief, William H. Scheer Adv. Agency, Newark, N. J., appointed account executive, WTVJ (TV) Miami.

Betty Lembeck, model and Mrs. San Diego, to KFSD-TV San Diego as weather girl.

Norma Jean Hoffman, graduate, Northwest Radio & Tv School, Portland, Ore., to WIMA-TV Lima, Ohio, as continuity writer.

Jan Jaworski named secretary of promotion dept., WOW Omaha, Neb.

James Good and **Roger Thayer,** graduates, Northwest Radio & Tv School, Portland, Ore., to KXJB-TV Fargo, N. D.

Elaine Squer, WNHC-AM-TV New Haven, Conn., reassigned to handle publicity and promotion.

Reva Taylor, graduate, Northwest Radio & Tv School, Portland, Ore., to KTIV (TV) Sioux City, Iowa.

William E. Reed, continuity director, WTVJ (TV) Miami, elected president, Optimist Club of Miami.

Willard R. Hasbrook, president, KFXM San Bernardino, Calif., named director of local chamber of commerce and American Cancer Society area chapter and county chairman of March of Dimes.

Jim Fidler, meteorologist and weather station director, WLW Cincinnati, appointed to special radio-tv committee, American Meteorological Society.

Jules Dundes, general manager, KCBS San Francisco, elected to board of directors, S. F. Employers' Council.

William G. Wells, president and owner, WTAN Clearwater, Fla., has moved from Alexandria, Va., to 501 Althea Rd., Clearwater.

Lorraine Confrey, secretary to tv program and traffic coordinator, WNHC-TV New Haven, Conn., and Ernest Avena are to be married Nov. 12; **Joe Burns,** WNHC-TV news reporter, and Ellen Bree are to be married Oct. 8.

Alan Rusten, newsroom, WPTZ (TV) Philadelphia, father of girl, Henriette Cheryl, Aug. 11.

Hank Weaver, news and sports announcer, KABC Hollywood, father of boy Aug. 10.

Jim Ingraham, continuity director, KHJ Los Angeles, father of boy, James Walker Jr., Aug. 2.

TELEVISION BUREAU ADDS NBC TO LIST

SIGNING of NBC to membership in the Television Bureau of Advertising is being announced today (Monday) by Charles R. Denny, vice president of NBC-owned stations and NBC Spot Sales, and Oliver Treyz, president of TvB. Mr. Denny will join the bureau's board in accordance with the TvB bylaws.

TvB's membership now includes 152 stations, two networks and eight representative firms for a total enrollment of 162. The new TvB members from NBC are the NBC-TV network and its owned stations: WRCA-TV New York, WRC-TV Washington, WNBQ (TV) Chicago, WNBK (TV) Cleveland, and KRCA (TV) Los Angeles.

With regard to the network signing, Mr. Denny said, "We have watched with interest the progress made by the Television Bureau of Advertising since its creation. We look forward to sharing in its good work for the entire television industry."

Mr. Treyz said he was gratified that NBC has joined TvB. "This marks the biggest single increment in TvB's revenues since the initial membership campaign of last winter and lifts them to over $500,000 per year," he asserted.

TvB's Other New Members

SIGNING of Cowles Broadcasting and the *Washington* (D. C.) *Post* stations as members of the Television Bureau of Advertising, New York, has been announced by Norman E. Cash, TvB's director of station relations. The Cowles tv properties are KRNT-TV Des Moines and KVTV (TV) Sioux City. The *Washington Post* is licensee of WTOP-TV Washington and WMBR-TV Jacksonville, Fla.

Newspaper Supplements Promote Radio-Tv Week

SPECIAL supplements promoting National Radio & Tv Week Sept. 18-24 will be published by newspapers in nearly 100 major market areas, according to reports received by the Public Relations & Advertising Committee of Radio-Electronics-Tv Mfrs. Assn.

The all-industry program is drawing attention far in excess of that given the promotion in past years, according to the committee. Cooperating in the planning are National Appliance & Radio-Tv Dealers Assn., National Electrical Dealers Assn., NARTB and RETMA.

NARDA has directed formation of regional committees in major markets, with local dealers, distributors and broadcasting cooperating. Copy for newspaper supplements has been prepared by *Saturday Evening Post*. Display banners and posters have been prepared for dealers and distributors by *Life* magazine.

NARTB has supplied a Radio-Tv Week promotion kit to networks and radio-tv stations. This includes 67 station breaks, spots and general announcements. The spots are based on the theme, "National Radio & Tv Week . . . Dedicated to Better Home Entertainment." Listeners will be urged to see outstanding tv programs on new large-screen receivers, and the radio-in-every-room and radio-for-every-purpose themes will be emphasized. RETMA member companies are promoting through special messages in their all-media advertising.

Ellis L. Redden, Magnovox Co., is chairman of the overall RETMA Public Relations & Advertising Committee. Specific plans are being handled by a special RETMA radio-tv subcommittee headed by Julius Haber, RCA. Other members are J. Calfin Affleck, Allen B. DuMont Labs; David S. Cook, Stromberg-Carlson Co.; J. S. Frietsch, Philco Corp.; C. Erik Isgrig, Zenith Radio Corp.; David H. Kutner, Motorola Inc., and Gerald Light, CBS-Columbia.

ADDITION of NBC to Television Bureau of Advertising membership lifts TvB revenues to more than $500,000 per year, brings total of 152 stations, two networks and eight representative firms into the TvB fold. Oliver Treyz (l), TvB president, watches Charles R. Denny, vice president of NBC-owned stations and NBC Spot Sales, sign up.

Georgia Broadcasters Ask Uniform Time Legislation

GEORGIA senators and representatives in Congress were urged last Tuesday by Georgia Assn. of Broadcasters "to initiate and strive for passage of such legislation as will have the effect of keeping time in this country in the same relative position at all periods of the year, so that if clocks are moved ahead or behind at any place it will be mandatory on all places and will thus retain uniformity."

Meeting at St. Simons Island, GAB also adopted a resolution proposing that NARTB's name be changed back to National Assn. of Broadcasters. GAB contended, "The term broadcaster adequately describes a person or station involved in disseminating sounds and/or pictures to the general public." It claimed the present title is "somewhat cumbersome."

Glenn C. Jackson, WAGA Atlanta, GAB president, presided at the meeting. Other officers are L. H. Christian, WRFC Athens, vice president, and W. Newton Morris, WMLT Dublin, secretary-treasurer. In adopting the uniform time resolution it was pointed out that this year's extension of daylight time to varying dates makes the situation "even more confusing and burdensome."

Fifteen Join NATFD

FIFTEEN Texas stations have joined the newly formed National Assn. of Tv Film Directors and will send representatives to the District 13 meeting, according to Jim Bentley, district chairman. The stations are: KPRC-TV and KUHT (TV) Houston, WBAP-TV Ft. Worth, WFAA-TV and KRLD-TV Dallas, KGUL-TV Galveston, KENS-TV San Antonio, KGBT-TV Harlingen, KCMC-TV Texarkana, KVDO-TV Corpus Christi, KMID-TV Midland, KLTV (TV) Tyler, KWTX-TV and KANG-TV Waco and KCEN-TV Temple.

Democracy Contest Readied for Autumn

ANNUAL Voice of Democracy contest will draw more than a million-and-a-half high school participants this coming autumn, according to James D. Secrest, executive vice president of Radio-Electronics-Tv Mfrs. Assn. and chairman of the national VOD Committee.

Plans for the contest have been drawn up by the committee, with local competitions to start Oct. 1. Eliminations will take place until Nov. 11 after which regional and state contests are scheduled, winding up Dec. 4. All contestants write and recite original five-minute scripts on the theme, "I Speak for Democracy." Participating organizations are NARTB, RETMA and U. S. Junior Chamber of Commerce, with endorsement by the U. S. Office of Education and National Assn. of Secondary School Principals.

Dr. S. M. Brownell, commissioner of education, in endorsing the annual contest, said, "There are no losers in the Voice of Democracy Contest. The millions of young people who participate gain by the experience of considering the values of our democratic form of government and by defining those ideals of freedom and initiative which have contributed to the greatness of our nation."

The contest is open to all 10th, 11th and 12th grade pupils of any public, private or parochial school in the United States and its territories. The four national winners receive $500 scholarships along with trips to Washington. National and state winners receive tv sets.

Members of the VOD committee, besides Chairman Secrest, are Robert K. Richards, NARTB, vice chairman; Joseph M. Sitrick, NARTB; Dean Borton and Jay Wagner, Junior Chamber; John H. Lloyd and Mrs. Gertrude Broderick, Office of Education; Dr. G. Kerry Smith, National Education Assn., and Peter H. Cousins, RETMA.

NARTB Meetings Feature Speeches by FCC Members

ALL SEVEN members of the FCC will participate in NARTB's regional meetings this autumn, under a tentative schedule of appearances announced Wednesday by NARTB President Harold E. Fellows. Each member will address one regional banquet except Comr. Robert T. Bartley, who is scheduled for two appearances.

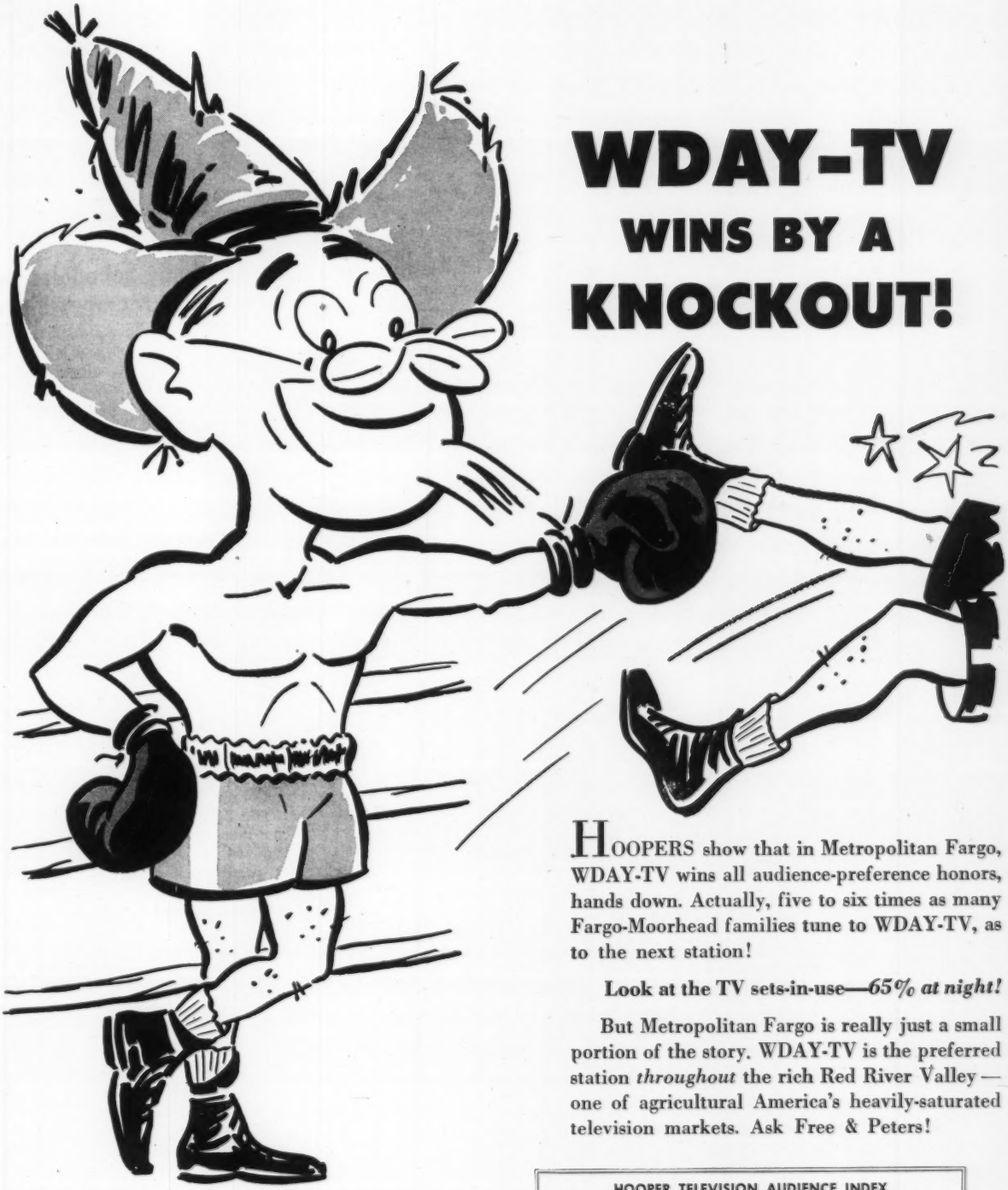
Mr. Fellows announced the date of the regional meeting originally set for Sept. 21-23 at Saranac Inn, N. Y., had been changed to Sept. 22-24 because of a hotel conflict. Region 1, which meets at Saranac Inn, includes eight states (New England, N. Y., N. J.). The series opens Sept. 19 in Chicago (see schedule, Upcoming, page 90).

The schedule of appearances by FCC members follows:

Robert E. Lee, Sept. 20, Chicago; Robert T. Bartley, Sept. 23, Saranac Inn and Nov. 2, Colorado Springs; Richard A. Mack, Sept. 29, New Orleans; Chairman George C. McConaughey, Oct. 13, Roanoke, Va.; E. M. Webster, Oct. 25, San Francisco; Rosel H. Hyde, Nov. 8, Des Moines; John C. Doerfer, Nov. 16, Dallas.

Guy Heads NARTB Committee

RAYMOND F. GUY, NBC, has been named chairman of the NARTB Engineering Advisory Committee by NARTB President Harold E. Fellows. Other members are: Glenn G. Boundy, Storer Broadcasting Co.; Ralph N. Harmon, Westinghouse Broadcasting Co.; Phillip B.



WDAY-TV
WINS BY A KNOCKOUT!

HOOPERS show that in Metropolitan Fargo, WDAY-TV wins all audience-preference honors, hands down. Actually, five to six times as many Fargo-Moorhead families tune to WDAY-TV, as to the next station!

Look at the TV sets-in-use—*65% at night!*

But Metropolitan Fargo is really just a small portion of the story. WDAY-TV is the preferred station *throughout* the rich Red River Valley — one of agricultural America's heavily-saturated television markets. Ask Free & Peters!

HOOPER TELEVISION AUDIENCE INDEX
Fargo, N. D. - Moorhead, Minn. — Nov., 1954

	TV-SETS-In-Use	Share of Television Audience	
		WDAY-TV	Station B
AFTERNOON (Mon. thru Fri.) 12 noon — 5 p.m.	28	86	14
5 p.m. — 6:30 p.m.	48	88	13
EVENING (Sun. thru Sat.) 6 p.m. — 12 midnight	65	85*	17*

(*Adjusted to compensate for fact stations were not telecasting all hours)

WDAY-TV

FARGO, N. D. • CHANNEL 6
Affiliated with NBC • ABC

FREE & PETERS, INC.
Exclusive National Representatives

Laeser, WTMJ Milwaukee; John G. Leitch, WCAU Philadelphia; J. E. Mathiot, Steinman Stations; James D. Russell, KKTV (TV) Colorado Springs, Colo. Network repesentatives on the committee, besides Chairman Guy are Rodney D. Chipp, DuMont; Earl M. Johnson, MBS; William B. Lodge, CBS, and Frank Marx, ABC.

Adv. Federation Announces Members of Education Group

MEMBERS of the 1955-56 National School & College Cooperation Committee of the Advertising Federation of America, New York, have been announced by Ben R. Donaldson, director of institutional advertising of Ford Motor Co. and chairman of the board of AFA. They are:

Henry Obermeyer, vice president, Bozell & Jacobs, New York, chairman; Roger Barton, editor, *Advertising Agency* Magazine, New York; Prof. Lawrence E. Bretsch, U. of Rhode Island; Prof. Philip W. Burton, Syracuse U. and president of Alpha Delta Sigma.

Ira E. DeJernett, DeJernett Adv. Agency, Dallas; Gates Ferguson, director of advertising and sales promotion, The Celotex Corp., Chicago; Prof. Charles D. Forrest, U. of Indiana, Bloomington; Prof. Walter A. Gaw, City College of New York; Lester D. Hafemeister, advertising manager, Weyenberg Shoe Co., Milwaukee; Donald M. Hobart, director of research, Curtis Publishing Co., Philadelphia; Honor Gregory House, president, Gregory & House, Cleveland; Bea Johnson, director of women's activities, KMBC-KFRM (FM) Kansas City; D. C. Marschner, advertising and sales promotion manager, Shell Oil Co., New York.

Prof. Earl McIntyre, Michigan State College, Lansing; Prof. Ellis H. Newsome, U. of Iowa; George B. Park, vice president, McCann-Erickson, New York; Prof. Royal H. Ray, head of the department of advertising, Florida State U., Tallahassee; Prof. Charles H. Sandage, chairman of the division of advertising, U. of Illinois, Urbana; J. Leroy Thompson, director of the educational service bureau, *Wall Street Journal*, and Alan T. Wolcott, director of public relations, Audit Bureau of Circulations, Chicago.

Tv Academy Schedules Series Of Monthly Membership Meets

THE Academy of Television Arts & Sciences, Hollywood, Calif., has scheduled a series of monthly meetings to inform and entertain membership, Don De Fore, Academy president, announced last week. The first meeting, the subject of which is "Music in Television," will be held Wednesday at the Screen Directors Theatre, Hollywood, under the chairmanship of Johnny Mercer.

Discussions will be conducted by Dinah Shore, Gordon Jenkins, Meredith Willson, Victor Young, Wilbur Hatch, Jud Conlon and John Seely.

Mr. De Fore said the second meeting, planned for late September, will be chairmanned by Hal Roach Jr. and will cover the topic "The Economics of Television."

AAAA Pacific Region Lists Plans for Annual Convention

"ADVERTISING's Forward Look at Tomorrow's Business Opportunities" will be the theme of the 18th annual meeting of the Pacific Region, American Assn. of Advertising Agencies, at Coronado, Calif., Oct. 2-5.

The program is being arranged by general chairman Andy Neally, BBDO, Los Angeles, and will feature speakers and panels made up of professional men in the advertising field. Highlights of the convention include an open house for members and guests, a chuck wagon dinner, golf and pit 'n' putt tournament and a publishers cocktail party.

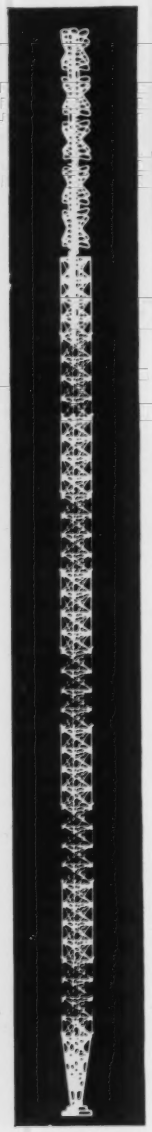
The meeting will conclude with a luncheon honoring the national chairman, regional officers and board members. Robert D. Holbrook, national vice chairman of AAAA, will speak.

Bartlett Joins NARTB

GEORGE W. BARTLETT, for nine years with WDNC-AM-FM Durham, N. C., as chief engineer, will join NARTB Sept. 12 as assistant engineering manager under A. Prose Walker, head of the department. A native of New Bedford, Mass., Mr. Bartlett was graduated in 1940 from Massachusetts Radio Institute, Boston. He studied at Brown U., as well. From 1941-44 he was junior monitoring officer for the FCC at Millis, Mass., and served as radio officer with the U. S. Maritime Service 1944-46. He is a member of Institute of Radio Engineers, Durham Engineering Club and American Radio Relay League.

Broadcast Group to Meet

THE FIFTH annual Fall Symposium of the Professional Group on Broadcast Transmission Systems will be held at the Hamilton Hotel, Washington, Sept. 23 and 24. The technical program will be bujlt around the new techniques developing in the field of broadcasting and a consideration of television propagation factors as related to television allocation engineering.

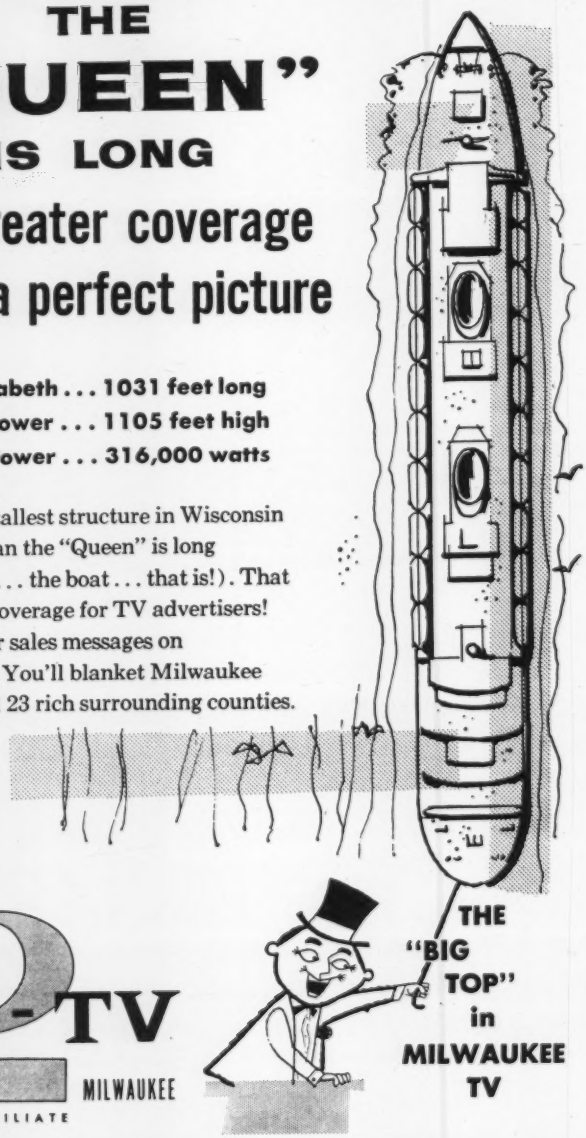


HIGHER THAN THE "QUEEN" IS LONG

for greater coverage with a perfect picture

Queen Elizabeth . . . 1031 feet long
WISN-TV Tower . . . 1105 feet high
WISN-TV Power . . . 316,000 watts

Here is the tallest structure in Wisconsin . . . taller than the "Queen" is long (Elizabeth . . . the boat . . . that is!). That means top coverage for TV advertisers! So, put your sales messages on WISN-TV. You'll blanket Milwaukee County and 23 rich surrounding counties.



WISN-TV CHANNEL 12 MILWAUKEE
BASIC ABC AFFILIATE

THE "BIG TOP" in MILWAUKEE TV

Represented Nationally by Edward PETRY & Company, Inc.

Hottest Football Package in the East!

What a line-up—some of the finest teams in the east will meet Princeton at Palmer Stadium! The powerful voice of KYW carries this full schedule of games to 31 counties and 1,792,400 radio families in our tri-state area. The price? So low it will make the sponsor cheer!

The 9-game schedule starts September 24 with Herb Carneal doing the play-by-play reporting on the grid-iron action, and Mark Olds providing the color.

Average broadcast runs 2½ hours, including 15-minute warm-up, post-game summary, and half-time interviews with famous guests.

The package itself is a steal at the price, but KYW backs it up with an unprecedented sponsor promotion: weekly newspaper ads, outdoor billboards, airplane banners, point-of-sale merchandising, and more . . . all at *no extra cost* to the sponsor.

You'll fall off your chair when you hear the low price for the complete schedule of Princeton game broadcasts. To fall off your chair, call Bob Teter, LOcust 4-3700 at KYW, or Eldon Campbell, WBC National Sales Manager at MUrray Hill 7-0808, New York. Pick up your phone now.

WESTINGHOUSE BROADCASTING COMPANY, INC.

RADIO	TELEVISION
BOSTON—WBZ+WBZA	**BOSTON**—WBZ-TV
PHILADELPHIA—KYW	**PHILADELPHIA**—WPTZ
PITTSBURGH—KDKA	**PITTSBURGH**—KDKA-TV
FORT WAYNE—WOWO	**SAN FRANCISCO**—KPIX
PORTLAND—KEX	

KPIX REPRESENTED BY THE KATZ AGENCY, INC.
ALL OTHER WBC STATIONS REPRESENTED BY FREE & PETERS, INC.

MacNeal Heads Contest

APPOINTMENT of Robert E. MacNeal, president of Curtis Pub. Co., Philadelphia, as chairman of the 10th annual National High School Essay Contest sponsored by the Advertising Federation of America, New York, was announced last week by Ben R. Donaldson, chairman, AFA. Closing date for contest entries to reach New York will be April 18, 1956.

Committee members who will serve with Mr. MacNeal are: J. Kenneth Laird Jr., executive vice president, Tatham-Laird Inc., Chicago; Russell B. Weston, advertising and sales promotion manager, Ethyl Corp., New York; representing advertising clubs, Mrs. Gene Radney, Akron; Edward B. Smith, Durham, N. C.; Lavern E. Gelow, Ft. Wayne, Ind.; Margaret Angus, Indianapolis; S. Watson Dunn, Madison, Wis.; L. L. Zimmerman, Miami, Fla.; Behrens V. Rossberg and Marie D. Smith, both of Washington.

Cruise Offered Admen

PREMIUM Adv. Assn. of America is offering an expense-paid, 10-day vacation for two in Madrid, Spain, as grand prize in a giveaway for admen attending the semi-annual Premium Adv. Confrence in New York's Sheraton-Astor Hotel. The association will award more than 50 other door prizes worth from $25 to $200 as an inducement to merchandising, advertising and promotion men to attend the conference, part of the PAAA-sponsored New York Premium Show Sept. 12-15.

RIGHTS CLAIMED FOR OLYMPIC FILM

Two Canadians say they have exclusive rights for 16mm and 35mm film of Melbourne games and winter olympics in Italy next year.

TWO AMBITIOUS new Canadians, a Czech and an Austrian, claim to have world rights for 16mm and 35mm film for the Olympic Games to be held at Melbourne, Australia, Nov. 22-Dec. 8, 1956. They have announced at Toronto that their Australian representative, F. Jellinek, signed an agreement with the Olympic Committee at Melbourne early in August.

The two men, trading under the firm name of M.R.T., at 40 Brock Ave., Toronto, are Milo R. Tuma, a Czech who has been in Canada about five years, and Wilfried A. Hoellige, an Austrian, who joined Mr. Tuma early in August. Mr. Tuma has been taking sports films for Dave Price Productions, Toronto, sports specialists, for a couple of years, and has done some freelance camerawork for Canadian Broadcasting Corp., Toronto. Mr. Hoellige has had no Canadian tv or radio connections. Both had done film and public relations work in central Europe before coming to Canada.

In addition to claiming world film rights for the Melbourne Olympic Games, they also claim to have 16mm rights for the Winter Olympics at Cortina d'Ampezzo, Italy, Feb. 7-21, 1956.

Checking with various sources at Toronto, B•T could find no one who had seen written proofs of the contracts or of money transfers to obtain the world rights at Melbourne. Mr. Hoellige said the amount for the Melbourne contract was close to $100,000.

The two men plan to sell Canadian and U. S. rights to the sports film on a daily half-hour program basis to one or two advertisers for tv use, and to highest bidders among newsreel companies. Movie and tv organizations in other countries would be asked to pay on a similar basis. Advertising is to be limited to mere announcements. A number of advertisers are understood to have the program under consideration.

Plans are to have advertisers pay one-third of contract at signing of papers, one-third at start of Olympic Games, and one-third on delivery of film. Part of financing is understood to be through a Czech loan organization formed to help Czech newcomers to Canada.

Mr. Hoellige told B•T that plans are to take about 2,000 ft. of film daily at the Olympic Games, fly the film to New York and Toronto for editing and perhaps processing, and distribute film from either of these cities. Processing also may be done in Melbourne. Eight to 12 cameramen are to be used in Melbourne, and six at the Winter Olympics in Italy. Negotiations are now underway with various airlines for charter services daily.

Inquiries at Toronto among newsreel companies brought out the opinion that since the Melbourne Olympics will be held in a privately-owned stadium, the owners of the stadium have the right to sell the film rights to a single company if they so desire. Even airplanes or helicopters flying overhead could be stopped from being used to take photos of the events under such a contract.

South of the Border

IN A MOVE said to mark the entry of Sears, Roebuck & Co. into television, the retailer has purchased the Spanish version of Ziv Television Programs' *Science Fiction Theatre* for showing in Mexico City and Monterey.

Sales of other Spanish-language Ziv tv shows, announced last week by the company, included those of *Favorite Story* to Phillips of Holland for Monterey, Mexico; *Mr. District Attorney* to J. Uppman, Havana Tobacco Co., for Havana; *The Unexpected* to National Biscuit Co. for San Juan, P. R. and to American Tobacco Co. for Caracas, Venezuela, and *Cisco Kid* to Standard Brands for Caracas.

Bettendorf, Iowa
Davenport, Iowa
East Moline, Ill.
Moline, Ill.
Rock Island, Ill.
The
QUINT CITIES
5 CITIES—2 COUNTIES
the Hub of a Major Market
WOC covers the market. WOC sells your product. Surveys prove it. Advertisers know it.
WOC, the Quint city station, in the heart of this rich, agricultural and industrial area . . . . a market with money in its pockets . . . a market blanketed by WOC.
Basic NBC Affiliate
WOC 5,000 W 1420 Kc
The Quint city area is ideal for test campaigns. Five cities combined into one metropolis . . . thousands of rural listeners.
Select WOC for successful sales and campaigns.
Get the facts from your nearest F & P office . . . or from WOC direct.
Col. B. J. Palmer, President
Ernest C. Sanders, Manager
WOC
Davenport, Iowa
AM-FM-TV
Free & Peters Inc.
Exclusive National Representatives

Reed-Krasne Opening Chicago, N. Y. Branches

COMPLETELY staffed branches of Roland Reed-Gross Krasne Tv Commercials will be opened Sept. 12 in New York and Chicago, it was announced last week. Headquarters for the film organization will remain in Hollywood, Calif.

Russ Raycroft and Burton Neuberger will head the New York and Chicago offices, respectively. Mr. Raycroft, who has been named a vice president, was formerly vice president of radio-tv for Robert W. Orr & Assoc. Mr. Neuberger, who previously served as national sales manager of Kling Studios, Chicago, has been named midwestern sales manager of RR-

GK branch there. Jay Norman, also formerly with Kling Studios, will be assistant to Mr. Neuberger under the new operation.

Guy V. Thayer Jr., general manager of the tv commercial production firm, said the company's staff of experienced agency and film personnel now will be only "a phone call and 10 minutes away from any New York or Chicago agency."

He pointed out that under the direction of Frank P. Bibas, RR-GK head of production, the company's gross sales have exceeded $400,000 from 11 clients since Roland Reed Productions merged with Gross-Krasne Inc. [B•T, March 28].

The company's New York office is at 521 Fifth Ave. and the Chicago branch is in the Hearst Bldg.

Screen Gems Promotes Hanft; Other Changes Announced

PROMOTION of Burt Hanft from business manager to director of business affairs of Screen Gems Inc. was announced last week by Ralph M. Cohn, vice president and general manager, as part of a series of staff additions and transfers.

Mr. Hanft had served as business manager of Screen Gems for three years. As director of business affairs, he will supervise procedures and finances and administer and negotiate national sales contracts.

Mr. Cohn also announced that Dan Glass has been named business manager of Screen Gems, reporting to Mr. Hanft; James Dodd has been named to the newly created post of coordinator of national sales; Robert Cooper has joined the company's merchandising department, and Wally Waldstein has been appointed sales service manager replacing Art Topol, who has been transferred to the sales staff.

Dispute Looms on Rights To Tarzan on Television

DISPUTE as to who holds television rights to Tarzan appeared to be in full bloom last week as Walter White Jr., Commodore Productions and Artists Inc., circulated a letter advising Edgar Rice Burroughs Inc. and Sol Lesser Productions that Commodore would take all legal steps to uphold a 1950 agreement with Burroughs.

West coast trade stories and advertisements earlier last week had announced that Lesser had obtained tv filming rights to Tarzan from the Burroughs estate. Lesser has been producing Tarzan theatre films for years.

In a letter to B•T, Mr. White said: "Accompanying this note is a copy of a letter served upon Sol Lesser Productions Inc., and Edgar Rice Burroughs Inc., and it means what it says. This is a very valuable television property belonging to Commodore Productions and we intend to take every action available to protect our rights."

The enclosed letter, by legal counsel, notified Lesser that Commodore "has the sole and exclusive right to the use of the character Tarzan on radio and television under an agreement with Edgar Rice Burroughs Inc., dated Dec. 21, 1950. Our client is committed to the policy of vigorously protecting its rights in all Tarzan production to the full extent of the law, including injunctive relief. You will be held strictly accountable for all loss and damage caused by presenting the character Tarzan in any audio or visual program over the air."

Film Import Ban Irks

TELEVISION circles in Australia are reported unhappy over that government's strict import quota on foreign tv films, with each commercial tv firm there allowed to import only $56,000-worth of films every three months. Of this amount, it is said, $28,000 must be British product. C. G. Scrimgeour of Associated Television, Sydney, said the quota would result in Australia getting "the cheapest rubbish in the world" for island viewers. He pointed out a recent series of 26 films produced there cost $16,800 a half hour while the average good-quality U. S. tv film has production costs of about $40,000.

More Clients Purchase ABC Anniversary Package

SALE of ABC Film Syndication Inc.'s anniversary package of feature films to six more clients was announced last week by George T. Shupert, president. They are: WJAR-TV Providence, KTVH (TV) Hutchison, Kan., KLZ-TV Denver, WFAA-TV Dallas, KIDO-TV Boise and Schlitz Brewing Co., Milwaukee.

New sales, in addition to those made earlier

WNOE
New Orleans

INDEPENDENT
50,000 watts (d)
5,000 watts (n)

HOOPER SHOWS WNOE NEARLY FIRST IN NEW ORLEANS RADIO PICTURE

August report has WNOE only 1.5 out of FIRST position in morning and 4.3 from top in afternoons.

HERE'S THE AUGUST HOOPER:

7:00 a.m.-12 Noon (Monday-Friday)		12 Noon-6 p.m. (Monday-Friday)	
Network Station A	15.0	Network Station A	16.2
Network Station B	13.8	Network Station B (baseball)	14.4
WNOE	**13.5**	**WNOE**	**11.9**

This spectacular rating rise has developed since March 18, 1955 when WNOE converted from network to independent operations. Five months ago WNOE ranked 10th in afternoons, 7th in mornings. Today WNOE is nudging top popularity ratings. Cash in today in this sensational swing to WNOE. Ask any H-R Man for details.

ONE OF THE NOEMAC STATIONS

KLIF	WRIT	KELP	KNOE	KOKE-TV	KNOE-TV
Dallas	Milwaukee	El Paso	Monroe	El Paso	Monroe

Represented by H-R Representatives, Inc.

to WCBS-TV New York, KTVT (TV) Salt Lake City, KOMO-TV Seattle and KRON-TV San Francisco, represent nearly $250,000 in billings, Mr. Shupert said.

The package includes 15 full-length motion pictures offered to tv for the first time.

Screen Gems Film Gains First European Clients

INITIAL SALES on Screen Gems film programs in Europe, including France, Italy, and Britain, were announced last week by John H. Mitchell, vice president in charge of sales for Screen Gems.

The transactions cover 52 weeks of the *Ford Theatre* to Commercial Tv Contractors of London for use throughout the United Kingdom; 13 programs each of *Ford Theatre, Adventures of Rin-Tin-Tin* and *Captain Midnight* to Radio Televisione Italiana, and 52 programs of *Adventures of Rin-Tin-Tin* to Radio Diffusion Francaise. The dubbing will be done in Italy and France.

Mr. Mitchell also reported that in the U. S., the *Jungle Jim* film series, starring Johnny Weismuller, brought in $250,000 worth of orders the first week of its syndication. The series, he said, has been sold in six markets.

Sales on other SG series, according to Mr. Mitchell, have reached an all-time high. He said *All Star Theatre* (*Ford Theatre* in syndication) has been sold to 233 stations and *Big Playback, Adventures of Rin-Tin-Tin, Top Plays of 1955* and *Jet Jackson* have been sold to more than 200 stations.

Official Films Elects Two

ELECTION of Lee Moselle and Robert Birnheim to the board of directors of Official Films Inc. was announced last week by Harold L. Hackett, board chairman and president.

Mr. Moselle also is general counsel for Official Films. Mr. Birnheim is a partner of the Urban Realty Co., New York. Their addition brings total membership of Official's board to eight. Other continuing members are Mr. Hackett; Herb Jaffe and Herman Rush, vice presidents; Isaac D. Levy, director; Herbert Seigel, secretary, and Seymour Reed, treasurer.

FILM SALES

MCA-TV Film Syndication Div., Beverly Hills, Calif., has sold *Dr. Hudson's Secret Journal* to five banks for fall showing: Peoples National Bank, Ft. Wayne, Ind.; Mid-Kansas Federal Savings & Loan, Wichita; Merchants National Bank, Cedar Rapids, Iowa; Genessee Valley Union Trust Co., Rochester, N. Y., and Valley National Bank, Phoenix and Tucson, Ariz. MCA-TV also has sold package of 67 Roy Rogers and 56 Gene Autry films to WCAU-TV Philadelphia, WTMJ-TV Milwaukee and KTNT-TV Tacoma, Wash.

Richard H. Ullman Inc., Buffalo, N. Y., has sold *Watch the Birdie* to WHO-TV Des Moines, Iowa; KMBC-TV Kansas City; WSJV (TV) Elkhart, Ind., and WJBK-TV Detroit.

FILM PRODUCTION

Mark Stevens Tv Co., L. A., has started production on 39 half-hour films for *Big Town,* produced, directed and starred in by Mr. Stevens and also featuring Barry Kelley and Doe Avedon. Show, on NBC-TV, will go on air in early October, sponsored by Lever Bros. and A. C. Spark Plug Div. of General Motors.

Kadimah Productions Inc., N. Y., has completed new tv series for early September release, featuring Milton Amboy and Lee Jaffe, produced by Yevsie S. Petrushansy, directed by Michael Weiss and written by Malcolm Reeves. Series was filmed in Kodak color.

ATV Film Productions, N. Y. announces completed production on two 90-second film color tv commercials for use in Sept. 11 NBC-TV spectacular, "The Skin of Our Teeth." One commercial was produced for Ted Bates & Co., N. Y., for Standard Brands' Royal Gelatin desserts and other for Compton Adv., N. Y., for Instant Chase & Sanborn coffee.

RANDOM SHOTS

Storyboard Inc. (tv commercials), Hollywood, has signed Wigland, progressive-music firm, to compose background scores for Storyboard commercials.

FILM PEOPLE

George H. Green, formerly production manager, radio-tv dept., Doyle Dane Bernbach, N. Y., to George Blake Enterprises (tv film producers), N. Y., as account executive.

Frank Burns, formerly of Dell Pub. Co., N. Y., appointed director, purchasing and shipping dept., Transfilm Inc., N. Y.

WREX-TV

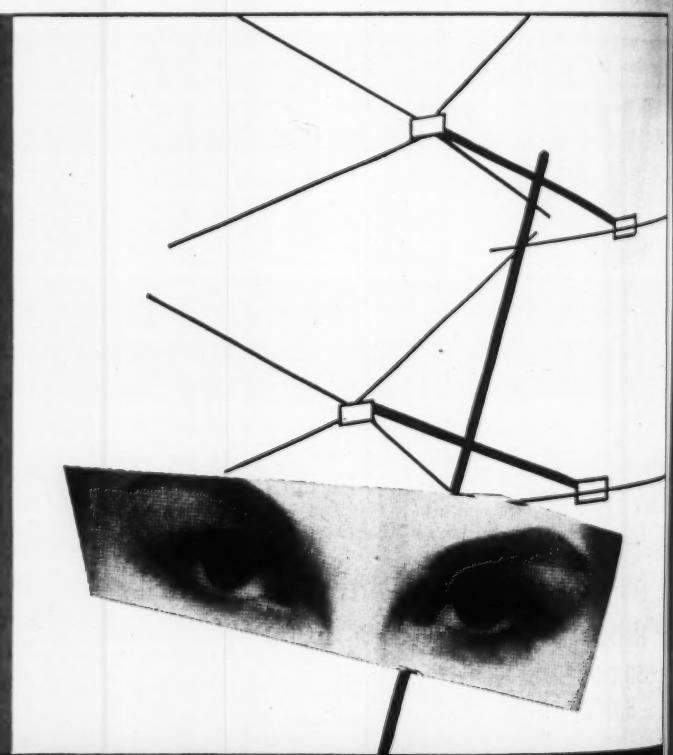
means

256,600 TV sets

and over

1,000,000 pairs of eyes

Here is a billion dollar market, untouched by either Chicago or Milwaukee TV (90 air miles away). Only **one** VHF station rules this domain . . . only **one** VHF station feeds the finest of network (CBS-ABC) and local shows to agricultural and industrial eyes. A truly market-area station — an important station for **you.** Call Joe Baisch, or contact your H.R. man for complete details and availabilities.

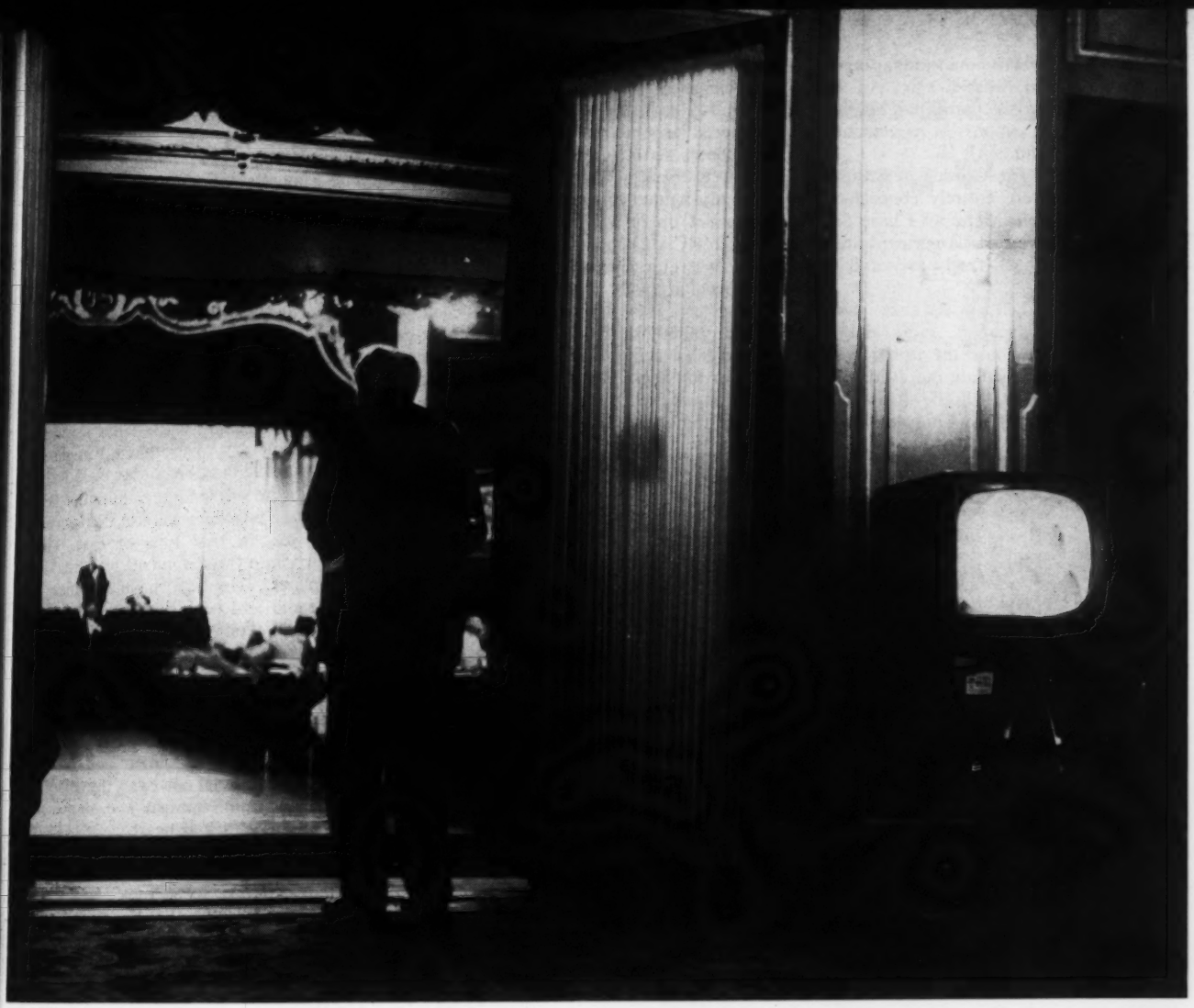


WREX-TV "Fit for a King" Channel 13

ROCKFORD, ILLINOIS CBS-ABC Network Affiliation

represented by H-R TELEVISION, INC.

J. M. BAISCH, General Manager



THE OLD and the new! An elder legal statesman, William Clarke Mason of Philadelphia, contemplates television's courtroom potential on the basis of more than a half-century of practice as he enters the meeting room of the Bellevue-Stratford Hotel after looking at the historic American Bar Assn. closed-circuit telecast staged by the three Philadelphia tv stations, WPTZ (TV), WCAU-TV and WFIL-TV.

THE SILENT WITNESS

By J. Frank Beatty

TELEVISION had its day in court last week in Philadelphia.

The conservative American Bar Assn., meeting in the shadow of Independence Hall, broke tradition and made juridical history by admitting tv cameras and microphones to its official convention proceedings.

And broadcasters broke a lot of preconceived prejudices by showing in a test tv demonstration that electronic gear can be operated in semi-concealment in absolute silence, using normal auditorium or courtroom lighting.

In the cradle of liberty, where many of the legal profession's traditions were conceived, broadcasters staged a pooled closed-circuit telecast of the meeting of ABA's House of Delegates, its governing body.

This test convinced the judges and lawyers that television—and radio, too—can operate without Hollywood trappings or floodlights, and that it can do a faithful job of reporting.

The three Philadelphia tv stations—WPTZ (TV), WCAU-TV and WFIL-TV—joined in staging the pooled closed-circuit telecast of House of Delegates proceedings, cooperating with NARTB. Staged Monday afternoon, the pickup culminated years of campaigning under leadership of Judge Justin Miller, NARTB advisor and ex-chairman of the board and president.

Costs of the pickup were pooled by the three stations, with WPTZ handling actual coverage. Three cameras placed in the background of the dimly-lighted Bellevue-Stratford's ballroom produced bright, sharp pictures which delegates watched eagerly. Most of them could get a better view of proceedings on the lobby tv receivers than from points inside the meeting room.

An actual on-the-air telecast was staged Wednesday morning when the meeting of the Committee on Cooperation with Laymen was held in the Bellevue-Stratford Rose Garden. The three Philadelphia tv stations provided 90-minute on-the-air service, each carrying a half-hour segment. Judge Bolitha Laws, chief justice of the U. S. District Court, D. C., presided.

And again Wednesday afternoon ABA admitted electronic reporting to its sessions, permitting nationwide radio-tv network coverage of President Eisenhower's address.

These performances by television and radio, described by many ABA delegates as an important step in ABA if not courtroom history, drew no recorded criticism from judges and lawyers long loathe to permit direct communication between the general public and the courtroom.

The broadcasts raised hopes for eventual revision of ABA's controversial Canon 35, a flat radio-tv-camera prohibition that grew

out of the Bruno Hauptman kidnap-murder trial coverage two decades ago. An ABA special committee is currently discussing plans to revise its canons—a movement led by Judge Miller and NARTB.

Wednesday's Rose Garden telecasts, in which cameras were entirely concealed by screens, moved Sen. Margaret Chase Smith (R-Me.) to observe that "Americans are entitled to two things—free press and free trial."

She added, "I believe that our greatest assurance that newspapers, radio and television will seldom abuse the right of freedom of the press to violate the right of fair trial is within the press itself. Responsible, intelligent and forward-looking segments of the press realize that freedom carries with it great responsibility—the greater the freedom, the greater the responsibility. The press realizes that how much that responsibility is met will determine how much freedom is enjoyed."

Standing last Monday in a familiar ABA setting, Judge Miller told the House of Delegates, as its sessions opened, that necessary equipment for audio and video pickup had been installed. "With your permission, we are ready to go," he said.

Only visible evidence that modern communications techniques might be used was the presence of three tv cameras in the balcony and they were covered with blankets. The rococo ballroom, symbol of an era of past elegance, was poorly lighted by 15 and 25 watt Mazda bulbs—about 500 of them, splattered around the ceiling and balcony. A difficult setting, technicians agreed, but all three cameras were delivering bright if unevenly lighted images to the little control center set up in a backstage room and to a dozen RCA 21-inch receivers.

At several points around lobbies tv sets had been installed, Judge Miller explained, adding that no part of the proceedings would go on the air and no permanent record was being made. He added there was no intent to obtain approval of courtroom telecasts or to amend Canon 35.

"We merely will demonstrate that broadcasters can cover proceedings without interfering with the dignity or demeanor of proceedings," he said.

Any advance fears that this conservative legal group might want to argue the subject and perhaps refuse permission for the pickup were quickly found to be groundless. After Judge Miller moved to permit the telecast, seconds were offered. Silence greeted Chairman John D. Randall, of Cedar Rapids, Iowa, as he called for discussion. On the voice vote, not a single "no" was heard.

As he left for his seat, Judge Miller offered one suggestion, "Take a look at the monitors."

LIGHTING CONDITIONS were terrible, but three cameras of WPTZ (TV) Philadelphia provided vivid coverage of House of Delegates proceedings during the American Bar Assn. meeting in Philadelphia without using supplementary lights. From the back of the balcony, cameraman Charles Burke, WPTZ, pans the ballroom. Other cameras in the pooled pickup were located near the stage on either side of the balcony. Signals were fed to a dozen tv receivers in lobbies, where lawyers could observe how semi-concealed cameras were operated without fuss or noise and how tv coverage inspired such comments as "It's better than being inside."

Blankets were lifted off the cameras and he added, "As of now you are being televised."

The meeting went about its business. Scarcely a delegate bothered to look toward the cameras. Equipment was noiseless. Camera operators worked quietly, with minimum motion.

Loyd Wright, retiring president of ABA and member of the law firm of Wright, Wright, Green & Wright, went out to look at a receiver, commenting, "It's a fine thing. Five years ago Judge Miller's petition wouldn't have received 10 votes. It was done quietly." As to courtroom telecasting, "We're heading that way but there is need of education. The witness has a sad story, for example. If I were judge I might ask if the witness would object to tv or radio."

Would he ask a similar question because newspaper reporters were in the courtroom? "Why yes, in that type of case. In the Shepard case the defendant was tried in the newspapers. He didn't have a chance. Suppose radio and television covered only part of a trial? Today's demonstration certainly was an excellent demonstration. The pictures were fine."

Just a year ago Mr. Wright had written Judge Miller, "If you could have seen the terrible experience that I had in the last few days where television men and newspaper reporters swarmed all over the place . . . completely undisciplined and unprincipled, you would be sick at heart."

Coats and Neckties

So last week, if he took the trouble to look carefully, Mr. Wright saw three cameramen working noiselessly—and wearing coats and neckties.

Allen H. Gardner, Washington, observed: "Most of us were not aware that tv was being operated. The coverage is not spectacular but dignified."

Theodore R. Dankmeyer, Maryland delegate: "It's a good idea. Our deliberations should not be in secret. There is no logical reason why a court trial is not a public hearing. Isn't the family at home actually the public. Justice should be full and public."

David Aaron, Buena Park, Calif.: "Television has great possibilities. In some trials it would be fine." He recalled Chicago traffic court broadcasts. "Traffic safety would be promoted by telecasting of traffic court trials."

Joseph D. Calhoun, ABA assistant secretary, speaking personally: "Wonderful. The lack of light and noise is impressive."

Cyril W. McClean, Oakland, Calif.: "It's excellent. I'm in favor of covering trials. I would like to see it tried in traffic court. I'm going to recommend television for our municipal traffic court." Mr. McClean is past president of Alameda County Bar Assn. Oakland won the ABA top award for traffic court progress in cities of 350,000-500,000.

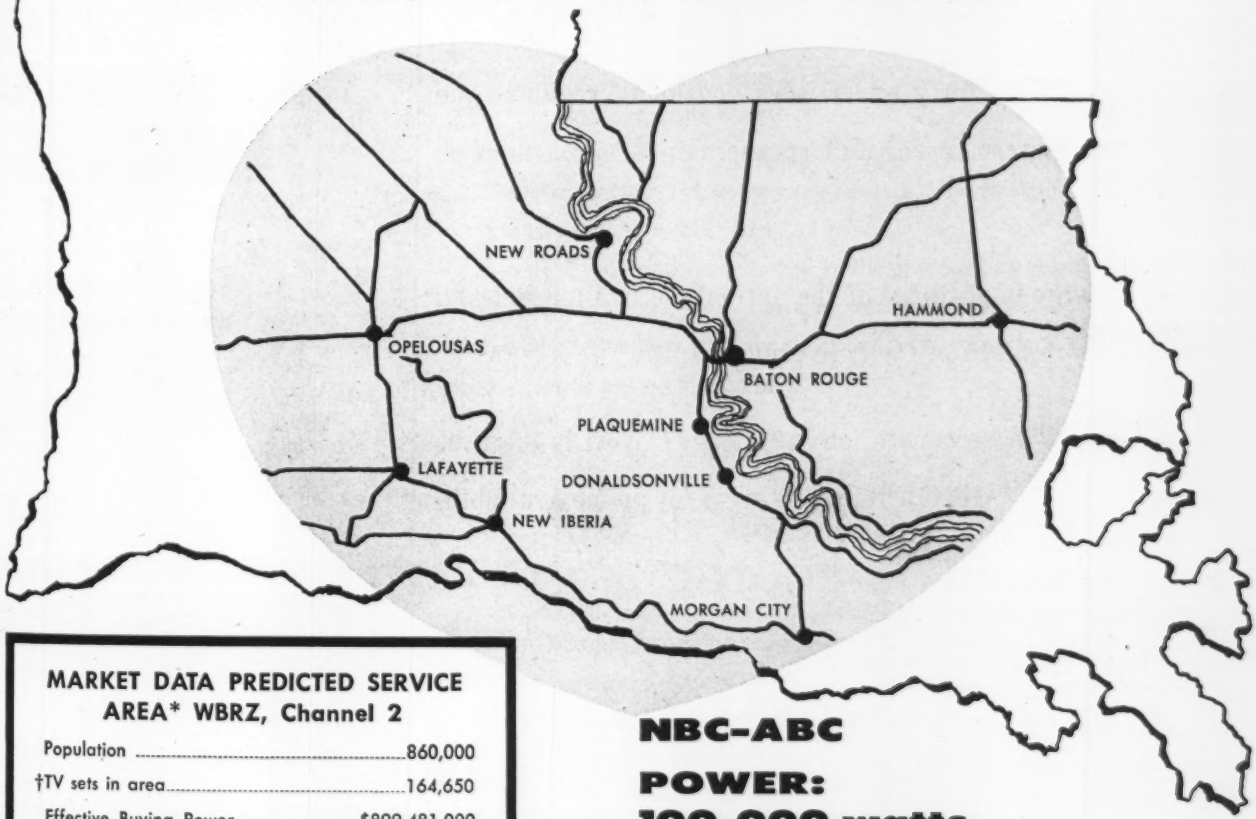
Judge Hatton W. Sumners, ex-chairman of Judiciary Committee, U. S. House of Representatives: "There was no physical reminder that the meeting was being covered by television." He described Presidential nominating convention telecasts as "a wonderful public service." While reserving judgment on tv in courtrooms, he added, "The only way we can keep these boys out is to

The Heartland of Louisiana has $899,481,000.00 Purchasing Power!

WBRZ Channel 2

BATON ROUGE, LOUISIANA

is the only TV station completely covering an area rich in spendable income from OIL, GAS, SULPHUR, INDUSTRY, AGRICULTURE



MARKET DATA PREDICTED SERVICE AREA* WBRZ, Channel 2

Population	860,000
†TV sets in area	164,650
Effective Buying Power	$899,481,000
Retail Sales	$580,937,000
Food Sales	$129,460,000
Automotive Sales	$122,571,000
Drug Sales	$ 16,371,000

SOURCE: Sales Management's Survey of Buying Power, 1954

*Class "B" †Television Magazine

NBC–ABC

POWER: 100,000 watts

MORE TOWER: 1001 ft. 6 inches

Largest TV Antenna in the United States 12 Bays—Channel 2

Represented by Hollingbery

RETAIL SALES: $580,937,000.00

lock the doors." Judge Sumners, Texas Democrat, served in Congress from 1913 to 1947.

Howard L. Barkdull, Cleveland, former ABA president: "Surprisingly good and a step in the right direction. But we must proceed gradually. Each court must make its own decision. It will come, but not suddenly."

An elder statesman of the legal profession, the renowned William Clarke Mason (see cut, page 57) gazed intently at a receiver and commented, "Why, you can lip-read."

"How about courtroom coverage?"

"It may be like bikini bathing suits," he suggested. "Not many years ago they wouldn't have been tolerated at Miami Beach. Now they're acceptable. When the public becomes accustomed to television, the time may come when it will not be harmful in the courtroom."

He voiced concern about the effect on witnesses. "I wonder if it will disturb the court's effort to get the truth from witnesses," he said. "He feels he is testifying in the privacy of the courtroom, protected by the judge. With television, he might be afraid that John Smith is watching the trial and will be standing outside the courtroom trying to shoot him."

Mr. Mason tossed back his longish gray hair in a gesture familiar to Pennsylvania courtrooms and offered this poser, "We'll have to cut out the ego of the judges. This could come in time."

In his legal career (he started practicing in 1903), Mr. Mason has watched the recording of a lot of legal history. Returning to the meeting room after looking intently at a tv version of the proceedings, he said, "People seem to be getting used to television."

And Joseph D. Stecher of Toledo, ABA secretary, commented, "I'm amazed how beautifully it's done, and remember, the delegates agreed unanimously to allow the telecast."

Quietly enjoying his first major victory in the long-time fight to convince ABA that radio and tv are here to stay, and that they belong in the courtroom, Judge Miller commented after the House of Delegates meeting had ended, "Very good."

Why weren't there any questions from the floor when he offered the motion to allow telecasting? "I had anticipated their questions, answering them in my preliminary remarks," he explained, and added significantly, "This definitely brings radio and television closer to the courtroom. It may take time to dispose of the old prejudices but this is an important step forward."

Back in the control room Joseph Behar, WPTZ, who directed the pooled pickup, looked at three almost normal pictures on the monitors as the telecast started. After a few minutes he decided to move the big 25-inch lens to a camera in the front of the balcony. The resulting closeups of speakers were impressive, though Director Behar noted he might do better with more lighting. To the viewer, the only unusual effect was an under-jaw shadow which was evident now and then.

Symbolic Closeup

At the end of three hours, he closed the telecast with a symbolic shot—a closeup of an opened briefcase plus the seal of the ABA.

What did the director think about the assignment?

"This was easy," he said. "I've picked up church services four years. They're really tough."

Last week's electronic triumph required cooperative planning as well as money on the part of Philadelphia stations. A special local committee worked with NARTB in making the arrangements. Members were E. Preston Stover, WPTZ, chairman; John McClay, WCAU-TV, and Chet Cooper, WFIL-TV.

NARTB headquarters was represented by Judge Miller; Thad H. Brown Jr., tv vice president; Daniel Shields, his assistant, and A. Prose Walker, engineering manager. Judge Miller and Mr. Brown will report today (Monday) on the week's events at a meeting of the NARTB Freedom of Information Committee, being held at the Waldorf-Astoria Hotel in New York.

In a separate demonstration of news photography, a mock trial was covered with modern cameras and without flashlights. Attorney General Herbert Brownell Jr. called for a re-examination of Canon 35 after viewing photos taken during the test. Three cameramen moved around the room during the mock trial, and they took 32 photos.

IT'S A FACT--

As of August 15, forty advertisers (national, regional and local) had contracted for fall sponsorship of programs on WGN-TV.

They know the importance of the nation's second market and WGN-TV's reputation for delivering results.

Are *you* doing an adequate job in Chicago? Now is the time to contact your WGN-TV representative for prime availabilities and programs for fall.

Increase your sales in the rich Chicago market on Chicago's Top TV Station.

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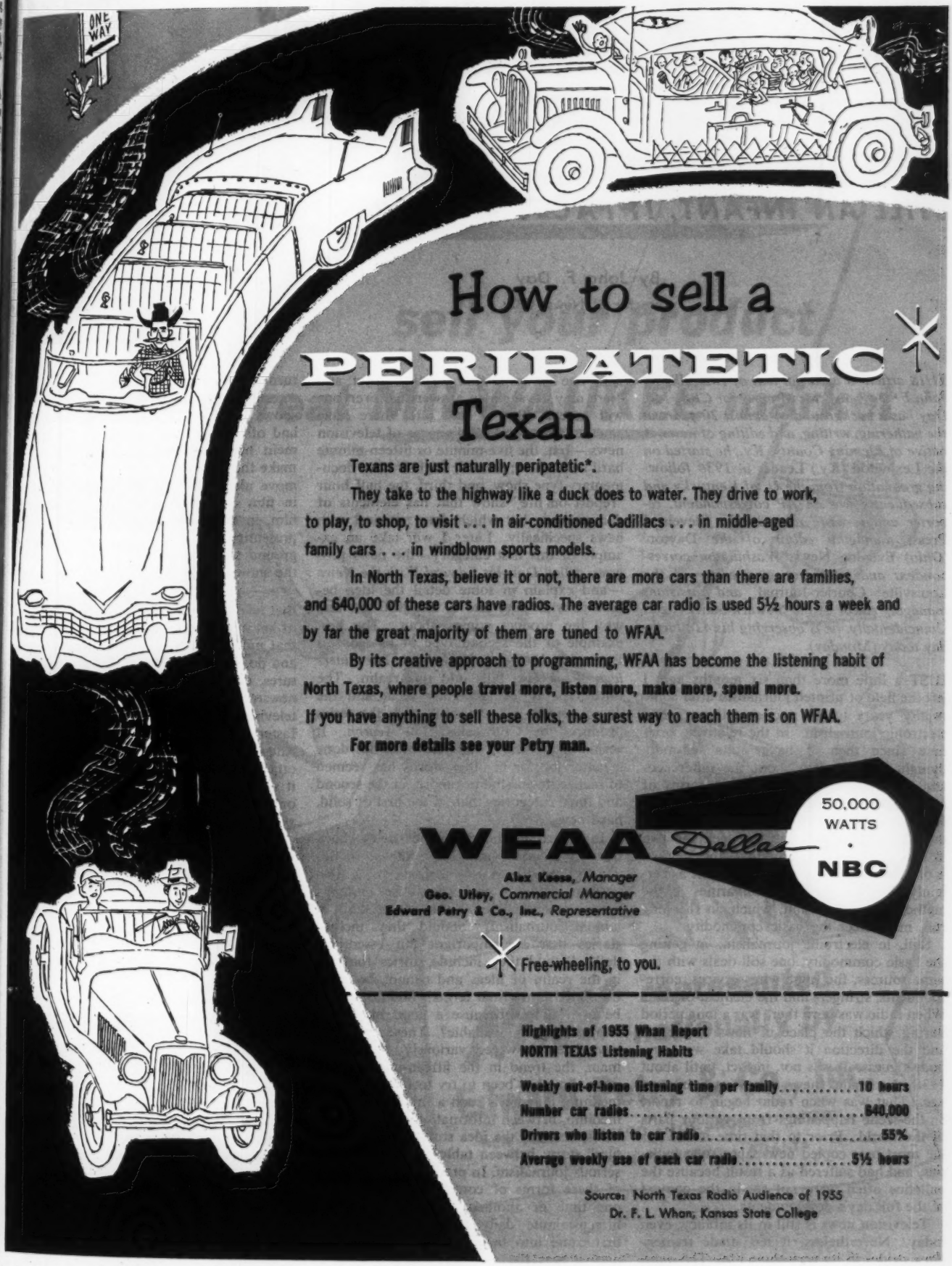

How to sell a PERIPATETIC Texan

Texans are just naturally peripatetic*.

They take to the highway like a duck does to water. They drive to work, to play, to shop, to visit . . . in air-conditioned Cadillacs . . . in middle-aged family cars . . . in windblown sports models.

In North Texas, believe it or not, there are more cars than there are families, and 640,000 of these cars have radios. The average car radio is used 5½ hours a week and by far the great majority of them are tuned to WFAA.

By its creative approach to programming, WFAA has become the listening habit of North Texas, where people **travel more, listen more, make more, spend more.** If you have anything to sell these folks, the surest way to reach them is on WFAA.

For more details see your Petry man.

WFAA *Dallas* — 50,000 WATTS • NBC

Alex Keese, *Manager*
Geo. Utley, *Commercial Manager*
Edward Petry & Co., Inc., *Representative*

Free-wheeling, to you.

Highlights of 1955 Whan Report
NORTH TEXAS Listening Habits

Weekly out-of-home listening time per family	10 hours
Number car radios	640,000
Drivers who listen to car radio	55%
Average weekly use of each car radio	5½ hours

Source: North Texas Radio Audience of 1955
Dr. F. L. Whan, Kansas State College

GROWING PAINS OF TELEVISION NEWS

STILL AN INFANT, IT FACES MANY PROBLEMS

By John F. Day
Director of News, CBS

THIS article is a partial text of two talks by John F. Day, director of news for CBS. Mr. Day has a background of almost 20 years in the gathering, writing, and editing of news. A native of Fleming County, Ky., he started on the Lexington *(Ky.)* Leader *in 1936 following graduation from the U. of Kentucky and subsequently was an AP correspondent, reporter and re-write man on the* Cleveland Press, *managing editor of the* Dayton *(Ohio)* Evening News, *Washington correspondent and later managing editor of the* Louisville Courier-Journal *and assistant managing editor of the* Newark Star-Ledger. *Coincidentally, he is observing his 42d birthday today (Monday).*

JUST a little more than six months ago, I left the field of printed journalism after some twenty years to go into something called electronic journalism. In the relatively brief time since then, I have quite naturally thought a great deal about the differences and the similarities of these two forms of reaching men's minds to tell them what goes on from day to day in the world. Certainly there is a great similarity between the two in that the basic commodity—the news—is or appears to be the same; and just as certainly there are great dissimilarities in the method of transmission, which, in the long run, may affect the basic commodity.

Still, in electronic journalism, in getting the basic commodity, one still deals with the same sources, the same wire services, correspondents, stringers and the element of time. When radio was born there was a long period during which the place of news in the air and the direction it should take was anybody's guess. It was not, in fact, until about 1938 that radio news reporting came of age. That was when radio began to report on-the-scene happenings from various parts of the world. Prior to that time it had for the most part copied newspaper style bulletins, and had suffered as a result because the bulletins often were not set in the context of the full day's developments.

Television news is still in its infancy, even today. Nevertheless, it has made tremendous strides in its very short life. The question that everyone working in television news constantly asks himself is this: Just what should television news be? There certainly is no one answer to that question as yet, and there may never be an answer that everyone will accept. But at any rate, there have emerged three general divisions of television news—first, the five-minute or fifteen-minute hard news show; second, the half hour documentary-type show, and third, the half hour "report on life" show that has elements of documentary but which does not deal with news specifically. Later I will take an example of this first category—the news program called *Douglas Edward With the News*—and explain in some detail the idea behind it, what goes into it, and just how and why the product comes about. The best example of the second type of category is Edward R. Murrow's *See It Now; The American Week* also falls into this realm. The third type is less generally seen, and the nearest example I can think of is the series produced by CBS called *The Search*. It seems to me that so far television has done a better job, or in other words has seemed to realize its possibilities more, in the second and third categories than in the first of solid, hard news.

In regard to the daily spot news show, there is anxious (and I use the word advisedly) groping for a formula or a final answer. Should these shows be basically entertainment? Should they be a kind of tabloid journalism? Should they include stories that are important but essentially dull? Should they include stories that are in the realm of ideas and cannot be easily translated into visual terms? Should a story be used simply because a good film on it happens to be available? These questions have been answered variously, but in the main, the trend in the fifteen-minute daily news show has been to try to reach a happy medium, if there is such a thing as a happy medium, between information and entertainment; between the idea story and the "good film" story; between tabloid journalism and serious journalism. In practise, of course, all of these forms of communication may, at one time or another, overlap. When the fifteen-minute daily television news show first came into being seven or eight years ago, it was the general feeling, I believe, that some formula, gimmick or trick would be hit upon that would revolutionize television news reporting. No such thing ever turned up and no such thing ever will. As a result, improvement of fifteen-minute news shows has had to come about in slow, hard and often small steps with a little improvement here, a little improvement there, to make the overall product better as the years move along. I mean by this, improvement in film quality, in techniques of shooting film, in the techniques of projecting it and presenting it, improvements in the background sets and the pace and the scope of the shows.

Beyond any doubt, the greatest advantage that television has over any other medium is its ability to present with great speed pictures that move. Newspapers and magazines can and do, of course, present excellent still pictures, excellent picture features; the theatre newsreels do present motion pictures; but television can present pictures better and faster than any other medium. For some categories of news this is wonderful, but with others television fails because the pictures it shows do not really tell the story. They only illustrate something *about* rather than *show* the story.

Perhaps I can give you an example of what I mean. If, for instance, a correspondent is reporting on the Big Four Conference at Geneva, and the story is what the heads of government are discussing and planning there, it serves nothing but distraction to run behind that commentary views of the Palace of Nations, or of Lake Geneva, or of diners in a cafe or of some other bit of travelogueish film. If the idea is that film *must* be used whenever possible, then television news fails at this point because such reporting detracts from the story rather than adds to it; the same thing is true if a story is used only because interesting film is available, or because film is available that was extremely difficult to get. In including or playing up such a story, the news show throws the day's developments out of balance.

So far, I am sorry to say, the daily television news show has not achieved the stature of the daily radio news show. The latter is not only far more flexible, and, if the right organization is behind it, accurate, but it provides background explanation and interpretation and perspective that the daily

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NEW YORK • CHICAGO • LOS ANGELES • DETROIT
ST. LOUIS • SAN FRANCISCO • ATLANTA

THE 15-minute, hard news show, as exemplified by *Douglas Edwards With the News*. The author says tv has done least well with this type of show.

television show so far has been unable to achieve.

Everyone is familiar with the notion that one picture is worth ten thousand words. There is some truth in that, but like so many rules of thumb, it has elements of untruth too. Proper descriptions can paint pictures in man's mind faster and more vividly than can artificially produced pictures on film. In a fifteen-minute radio news program, a man can divest himself of about two thousand words, and in a fifteen-minute television program, because of the necessity of showing film or of showing live remote pickups, the broadcaster can use only a fraction of that number of words to tell his story. In other words, the radio broadcaster of merit can occasionally commit his thoughts to paper and then, without thinking of how he looks, deliver those words with persuasion and sincerity; he can even read them if he wishes without feeling that he is being taken for a moron because he cannot look into a camera and say these words with unbatting eye or untrembling lip.

Television news, to reach any sort of perfection, requires a type of human being that to my knowledge has not yet appeared on the scene. He would be a sort of paragon who not only could dig up, write and report the news but on top of that he would look like a veritable Clark Gable on the television screen; he would be a sort of walking or, perhaps sitting encyclopedia as the case may be, and he would be a marvelous public speaker who could simply forget about a script and discuss the subject at hand with conviction and meaning and persuasiveness.

I know of no news telecaster who meets this ideal, and all too many are performers who deal essentially with the superficial. But, to return to the credit side of the ledger. . . .

In reporting an event as it happens, television again has an advantage that no other medium can surpass, although in some instances radio can match. If you have something like the political convention or an important Congressional Committee hearing, or an atomic test, television can bring it to you with all the immediacy of the event actually taking place before your eyes and with description that makes it meaningful. Even here, however, television has not reached the ultimate because the explanatory comment can be vastly improved upon.

One finds that persons who have watched an event on television sometimes read newspapers more avidly than those who have not because they want further interpretation or an explanation of what happened. When television can successfully present not only the event as-it-occurs but explain simultaneously what it means, it certainly will have arrived in this field of reporting. And, in this connection, it is useful to remember events that occur over too long a period can be telescoped by filming and then editing out the unnecessary detail. This is true for radio too in that it can turn tape on a Congressional hearing, for example, that may take five or six hours, and through the proper editing (which, in all logic, might have been done by the speakers themselves!) present all of the meaning of that hearing in fifteen minutes or a half hour.

As television news has at last found itself to some degree, there has been surprisingly little variance between it and radio and newspapers as to what is news. Day after day one will find that the top stories on the front pages of the better newspapers will be included on both the radio and television programs of that day. On the four or five major stories of any given day, there is almost universal agreement. It is in the secondary stories that the variance comes, and in the secondary stories it is perhaps justifiable that television chooses, when other things are equal, the story on which it has the best film.

The five-minute television show does not really wrap up the highlights of the day as does the five-minute radio program, and, because of time boundaries has limited scope. In my own opinion, they have no place on the air, but because some sponsors and many viewers seem to like them I suppose some of them will remain on the air. At best they can only briefly provide entertainment, and possibly present at least a little of the cream of the news.

The 15-minute program, too, suffers from lack of scope. It can do a fair job of depth reporting when it can take a particularly outstanding story and treat it at length, but when it does so, other stories must either go by the board or be compressed to extreme because the time is so short. But in scope the 15-minute television show must always suffer because there simply is not the time to present the large number of so-called secondary items—the vital statistics, the reviews, the departmentalized news—that are important in the daily lives of people, and make up such a large part of the output of the daily newspaper.

In speed, the newspaper is whipped both by radio and television, and new developments in television will make that whipping all the more apparent—faster film, more rapid development processes, video tape recorders, carefully worked out schedules that already put the daily television news show right on top of the news.

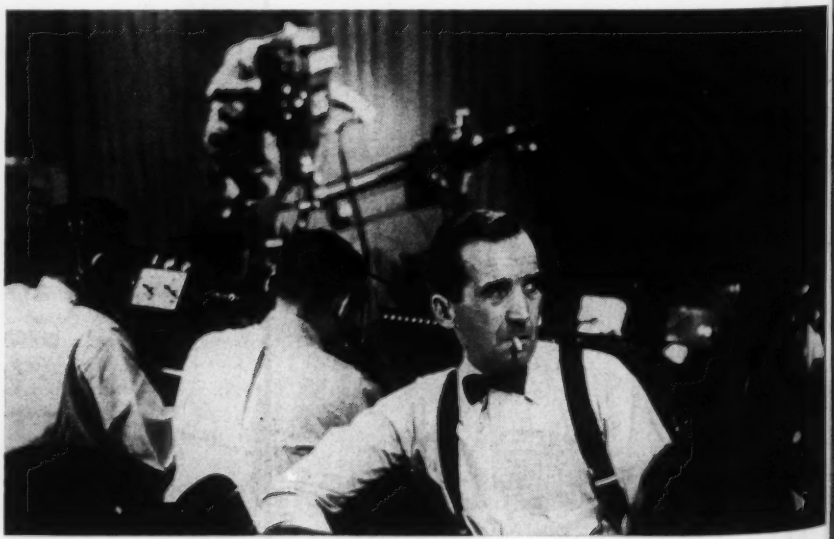
Three Days to New York

There are exceptions, of course. When the Americans who had gone over to the Chinese later asked to be repatriated and went to Hong Kong on a certain Sunday, not too long ago, the film from that event did not reach New York until three days later. By that time, the story itself had not only been reported, but the papers had used wire photos too. However, the time will come in the not too terribly distant future when such a delay will not be necessary. The new tape recorder for film apparently will be in use in another year. When this process is perfected, it will no longer be necessary to use film and have it developed and printed. That, of course, will not eliminate the distances, but the use of jet airplanes will bring far parts of the world closer, and eventually, I feel quite sure Europe and Asia will be linked with the U. S. in television.

I want to take up now some specifics of the CBS News operation as an example of how radio and television news operates.

I. The department as a whole.

A. The News & Public Affairs Dept. is made up of over 1,000 people. More than 600 of them are camera-correspondents sta-



THE half hour, documentary type news show, such as Edward R. Murrow's *See It Now*. It's the best of its kind, and its kind is among tv news' better efforts, according to Mr. Day.

we don't know how many people drive a cadillac to work

BUT we DO know that among 421 leading agency executives **45%** say **BROADCASTING-TELECASTING** is the best way for **radio** station advertising to reach them.

—in fact, **BROADCASTING-TELECASTING** won more first votes as the **best advertising medium** than ALL other trade journals combined!

question: "To best reach you (the buyer), which publication would **you recommend** to a station manager for national advertising?"

Here's the score: *

Broadcasting-Telecasting	45%
Publication B	31%
Publication C	3%
Publication D	3%
Publication E	1%
Publication F	0%
Publication G	0%
No Answer	21%
Other Magazines	6%

(Yes, they add to over 100%. A few split tickets did it.)

That's what they said. In other (and significant) words, **BROADCASTING-TELECASTING** is the best **direct** channel to the people who make the major purchases of radio and TV time.

moral: When your customers **tell** you how to influence them — the rest is up to you!

*There's a goldmine of other profitable facts where these came from. Ross Federal Research Corporation has dug them out, and summed up the results in "*Readership and Preference Study of Radio & Television Trade Publications*." You need a copy. If you don't have one, write **BROADCASTING-TELECASTING,** 1735 DeSales Street, Washington 6, D. C.

tioned in almost every country in the world.

B. In 1955 CBS will spend approximately $9 million for news and public affairs programming.

II. News

A. Size

1. Over 600 camera-correspondents throughout the world.

2. In the New York department, 152 people help to put the programs together.

3. Bureaus in Washington, Chicago, Los Angeles, London, Paris, Rome, Bonn and Tokyo.

4. Additional staff offices in Berlin, Frankfurt, Vienna, Saigon, Tel Aviv, Seoul, Stockholm, Hong Kong and Cairo.

5. Two and a half million feet of newsfilm is receved in a year.

6. In a year's time 11,000 newsfilm stories are received. Of this total, staff cameramen supply 1,500 foreign stories and 5,000 domestic stories; stringers supply 3,000 foreign stories and 1,500 domestic stories.

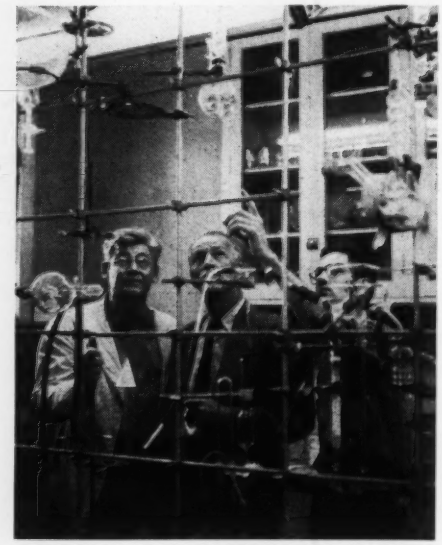
. . .

For seven years, *Douglas Edwards With the News* has been the principal daily television news show of CBS. While only a relatively small number of persons devote their entire effort to this show, the whole news operation of CBS contributes in part. Over a period of a month, as many as 800 persons will have had some hand in the Douglas Edwards show.

The day to day staff, other than the technical personnel in the studio, consists of Douglas Edwards, the producer-director; Don Hewitt, the assistant director; the editor, and two writers. Each morning at 11 the staff of the show meets with the assignment men to discuss the news outlook for the day and make plans for that evening's coverage. Of course, feature stories are planned and assigned days or weeks in advance. Plans for covering events that can be foreseen are made well ahead of the day of the telecast. (At this moment plans are being made for the coverage of the national political conventions in 1956.) Almost every day there is at least one remote pickup, and often there is more than one. It is a rare day indeed when there is not a switch to Washington for either a live report or a film of some part of the day's happening in the Capital. During the day the producer and the editor are in telephone contact with Washington, Chicago, Los Angeles, or whatever other point they wish to make a story pickup at the time of the telecast.

There is, of course, steady contact too with the assignment desk which has made the original request on domestic and foreign correspondents, and which is in touch with the traffic desk that receives film at the airport, gets it to the laboratory, and from the laboratory to the cutting room. Just as on a newspaper the tempo of the operation increases as the deadline for appearance approaches, it is more usual than not for the producer or editor or both to be intently examining new film 15 minutes before actual broadcast time. Frequently film that is either shot late in the New York area or has arrived late from some part of the country or abroad, is used in negative to save the time of making a print. As in any fast-moving television operation, it is a rare night, indeed, when everything goes perfectly, or at least to the satisfaction of those closest to the show, but it seems that despite all care and preparation, on some nights almost everything bad can happen.

Just by way of example, about a month ago there was a technical failure in the studio which resulted in losing 8 minutes of picture. The show continued to have sound but only occasional flashes of video. Each night the show is kinescoped at Los Angeles for a repeat at a later time to the Pacific Network. Since it was felt that it would be pretty bad to put out a show with a missing 8 minutes of picture, lines were bought at a cost of about $2,000 to repeat the show for the West Coast. After this was done it was found that the West Coast got the picture all right, but because of some kind of a cross-up in Chicago, they got, along with their pictures, the audio from *Four Star Playhouse*. So the Pacific Coast ended up getting the original kinescope of the show minus 8 minutes of the picture. Undoubtedly, had there been time, the original sound could have been put with the pictures they got on the repeat, and some sort of whole show might have been created. But time did not permit this. The sponsors fee was, of course, returned because of the show's failure on that particular night.



THE half hour "report on life" show, in this case CBS-TV's *The Search*. Mr. Day thinks television news has most nearly shown its potential in this type of programming and the similar documentary program. It deals with matter not strictly hard news, but informative.

To turn now from the daily news show to special coverage, I would like to point out something of the manner in which we handle three different types of events. First—as an example of a live remote—the Yucca Flat atomic test last April. Planning for the coverage of this event actually began in September of 1954 when the test was first announced, and the rough estimate is that by February at least 110 man hours had been put into the preliminary planning. In February, the first of a series of meetings began among the numerous people involved in covering an event of this sort.

Yucca Flat, as you may know, is a desert about 90 miles from Las Vegas, and is about as unlikely a place for a remote television broadcast as the North Pole. In order to originate a telecast from Yucca Flat it was necessary to construct microwave relay lines not only to Las Vegas, but a good part of the way from Las Vegas to Los Angeles, since the coaxial cable does not run into Las Vegas. Involved in the planning for this were not only the news, program, network operations, engineering, business office and other personnel, but it was desirable to coordinate with NBC, since this was a pool operation, and with three government agencies—the Atomic Energy Commission, the civilian defense, and the military.

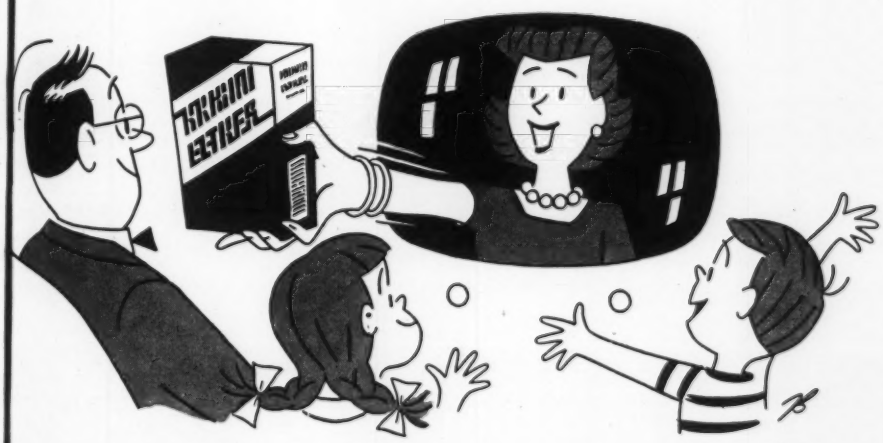
Another complicating factor was that since Yucca Flat was so far from the home base—New York—it was necessary to use West Coast personnel and, of course, dozens of telephone calls were necessary to keep these people informed about developments. In March, Paul Levitan, who is the executive producer of special events for public affairs, Orville Sather, television technical director, and I went to a series of meetings in Washington with representatives of the three government departments involved. From that point on there was a veritable avalanche of letters and telephone calls to and from these departments because, among other things, every person who was to particpate in this affair had to have security clearance.

During March we sent a survey team out to Yucca Flat to look over the terrain and to determine just what technical facilities would be needed and, in conjunction with the Pacific Telephone Co., to get an estimate of how much it was going to cost us. So, during that month at least 24 people were at work on the project at some time or another. By the end of the first week of April, 27 people were involved in the project, and by the end of the second week about 30. By April 23, 45 CBS people were working on the project. These included the technicians and newsfilm cameramen and press information personnel. By April 20, still some six days before the scheduled blast, nearly all of the personnel was on hand at Las Vegas. That included two television mobile units, the personnel I mentioned from CBS, plus an even larger component from NBC. On April 24, we put on an hour long show in the *Adventure* time, devoting it first to the site where the test blast was to be fired, and then a second half hour to some of the theory on atomic radiation and the effects of the atomic blast. On the following day, arriving at the test site well before dawn, we did a half hour show from 5-5:30 a.m., Pacific time, into the *Morning Show*, 8-8:30 on the East Coast. So far, so good, but the next day when all was in readiness to cover the blast itself, the shot was postponed because of weather conditions. Since this was a 30-kiloton bomb, conditions had to be perfect, not only on the ground but in the upper atmosphere. The next 10 days become a saga of frustration. Each day it would look as though the bomb might be fired, the 90-mile trip was made to the site, then the shot was cancelled and the 90-mile trip was made back across the

How to make your film programs produce "live" picture interest

WHEN your film programs have the "snap" and realism characteristic of "live" pick-ups, you have a client benefit that sells itself and pays off handsomely. If you can achieve picture quality which will make it difficult for a television viewer to know whether the program coming into his home is "live" or "on film," you're in business!

It's possible to do just this with good black and white films—simply by replacing outmoded equipment.



Studio realism—highest picture quality

RCA's TK-21 Vidicon Film Camera is the answer. This improved equipment offers all the dimension associated with "live" programs, provides studio realism and highest picture quality. It's so life-like, the viewer gets the impression that the show is being presented in the studio just for him! Thus, the spot advertiser is offered the psychological advantage of "live" programming at the low cost of film. Competitively, this is your bread-and-butter business and its growth will be measured in direct proportion to its effectiveness.

A check of some of the more technical advantages shows why the TK-21 Film Camera is a station's best investment for extra profits . . .

"Live" picture sharpness

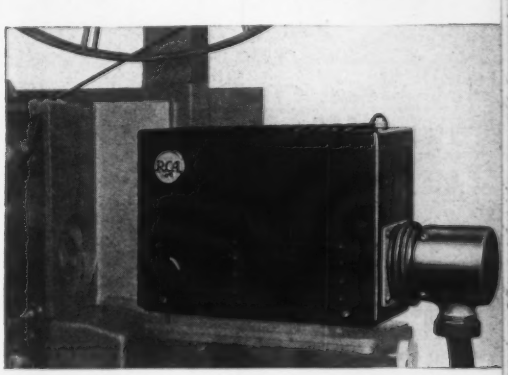
The TK-21 is the only film system with enough signal output to use aperture correction to bring picture detail up to maximum sharpness (detail resolution 100% at 350 lines) with a high signal to noise ratio.

"Live" picture contrast

The Vidicon tube is ideal for film reproduction. It has unexcelled contrast range and assures realistic gray scale rendition over entire picture. This means you can get studio realism in your film pictures.

Edge-lighting, shading eliminated

The RCA Vidicon operates entirely without edge-lighting, electrical shading, or any other form of supplemental lighting. This camera virtually runs by itself.



Used for finest quality reproduction of monochrome motion picture films or slides in a television system, the TK-21 may be mounted directly to projectors or multiplexed.

For complete information about the TK-21 Vidicon Film Camera, call your RCA Broadcast Sales Representative.

Ask the Engineer —he knows

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DIVISION · CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

COMPARATIVE NETWORK AM SHOWSHEET

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SUNDAY

	ABC	CBS	MBS	NBC
6:00 PM	First 5 Texaco Monday Morning Headlines	Wm Wrigley Gene Autry (195) R	John Price 5:55-6 Public Prosecutor	Meet the Press
6:15	TBA			
6:30	The Evening Comes	Sunday in St. Louis	Mutual Benefit On the Line with Bob Considine (548)	
6:45			All-Star Sports Time	
7:00	Show Time Review S	Juke Box Jury	Richard Hayes Show	
7:15	George Sokolsky			
7:30	Valentino		Studio Concerts	
7:45	Henry Milo Travel Talk S			
8:00	Co-op America's Town Meeting	Toni & Whitehall Cosponsored Our Miss Brooks (206)	U S Military Academy Band	Monitor *
8:15				
8:30		Gary Crosby	Enchanted Hour	
8:45				
9:00	TBA	Kraft Foods Rudy Vallee (204)	Front Page Exclusive	
9:15	Quincy Howe S		Success Story USA	
9:30	Sammy Kaye		Manion Forum Dean Clarence Manion	
9:45			Co-op Keep Healthy	
10:00	Bankers Life & Cas. Co. Overseas Assgmt.	News	Billy Graham Evangelist Assn. Hour of Decision	
10:15	Deadly Sins	Face the Nation		
10:30	The Assemblies of God "Revival Time"	John Derr Sports	Wings of Healing Global Frontiers	Meet the Press
10:45		U N Report	Britain Sings	
11:00	Moods in Melody	News	TBA	Monitor *
11:15 PM		Dance Orchestra		

MONDAY

	ABC	CBS	MBS	NBC
	Not in Service	Metro. Life Ins. Allan Jackson (29)	Repeat of 5-6 p m Strip	No Network Service
	TBA	No Service		
	Budweiser Bill Stern	Delco Batteries Lowell Thomas (199)		Sun Oil & Co-op 3-Star Extra (34)
	Vandercook CIO	Hamm Scoreboard	Co-op Fulton Lewis, jr.	Alex Drier Man on the Go Co-op
	Co-op Quincy Howe	Tennessee Ernie S (121)	Dinner Date	No Network Service
	Strange		American Home Prod. Gabriel Heatter	Miles Labs. News of World (166)
	Saga	Am Oil Ed. R. Murrow (89)	In the Mood	One Man's Family
	ABC News			Gen. Motors Henry J Taylor
	Red Benson's Hideaway	Mr. Keen	Top Secret Files *	
	News S	Amer Tob Edwards-News		Berkshire Festival Boston Symphony Orchestra
	Voice of Firestone	Lipton & CBS Col. (alt. wks.) Godfrey Talent Scouts (171) R	Co-op Broadway Cop	
	Music Tent	Rosemary Clooney (208)	Esso Reporter Footnotes to History	Bell Telephone Telephone Hour (185) R
	ABC Late News	Bing Crosby S	Brian Aherne's Spotlight Story	
	Freedom Sings Concert	Viceroy Cig. Amos 'n' Andy Music Hall (206)	Reporters' Roundup	Cities Service Band of America (113)
	News	A. Jackson Chevrolet (201)		
	AFL Edw. Morgan News	Hamm Scoreboard	Virgil Pinkley	Fibber McGee & Molly ****
	How To Fix It Co-op	Dance Orchestra	Labor Day Broadcast 11:15-11:30 9/5/55	Browne-Williamson News
	News		Distinguished Artists Series	Hollywood Bowl Concerts
	Martha Lou Harp			
	Songs by Dini	News	Mutual Reports The News	No Network Service
	Sports Report S	Dance Orchestra	U N Radio Review	News of the World Morgan Beatty

TUESDAY

	ABC	CBS	MBS	NBC
	Not in Service	Metro. Life Ins. Allan Jackson (29)	Repeat of 5-6 p m Strip	No Network Service
	Budweiser Bill Stern	No Service		
	TBA	Delco Batteries Lowell Thomas (199)		Sun Oil & Co-op 3-Star Extra (34)
	Vandercook CIO	Hamm Scoreboard	Fulton Lewis, jr.	Alex Drier Man on the Go Co-op
	Co-op Quincy Howe	Tenn. Ernie (121)	Dinner Date	No Network Service
	Strange		Gabriel Heatter	Miles Labs. News of World (166)
	Saga	Am Oil Ed. R. Murrow (89)	Coca-Cola Co. The Eddie Fisher Show (245)	One Man's Family
	ABC News			
	Red Benson's Hideaway	Suspense	Treasury Agent *	Toni alt with Paper Mate People Are Funny
	News S	News		
	Red Benson's Hideaway	Viceroy Cigs. (5 Min.) Disk Derby	Co-op John Steele Adventurer	Liggett & Myers Dragnet (197)
	Sammy Kaye S		Esso Reporter Footnotes to History	
	Chr. Sci. Pub. Co. Edwin D. Canham	Bing Crosby S	Brian Aherne's Spotlight Story	Biographies in Sound
	Platter Brains S	Amos 'n' Andy Music Hall	The Army Hour	
	News	A. Jackson Chevrolet (201)		News, Bill Henry
	AFL Edw. Morgan News	Hamm Scoreboard	Virgil Pinkley	Fibber McGee & Molly ****
	How To Fix It Co-op	Dance Orchestra	(Co-op) Man's Corner	Joseph C. Harsch
	News		Dance Time	New England —A Regional Survey thru 9-16
	Take Thirty S			
	Singing with the Stars	News	Mutual Reports The News	No Network Service
	Sports Report S	Dance Orchestra	U N Radio Review	News of the World Morgan Beatty

SUNDAY

	ABC	CBS	MBS	NBC
9:00 AM	ABC News	News S	Dr. Wyatt Wings of Healing (306)	World News Round-Up Co-op
9:15	Great Moments of Great Composers	Music Room		Monitor *
9:30	Prophecy, Inc. Voice of Prophecy (99)	E. Power Biggs	Christian Rel. Church Back to God (268)	
9:45		Bob Trout Chevrolet		Monitor Art of Living
10:00	Message of Israel S	Church of Air S	Radio Bible Class (291)	National Radio Pulpit
10:15				
10:30	Negro College Choirs S		Voice of Prophecy (307)	
10:45				
11:00	Sunday Melodies	Salt Lake City Tabernacle	Dawn Bible Frank & Ernest (362)	Monitor *
11:15	Marines in Review		First Church How Christian Science Heals	
11:30	The Christian In Action S	News* Invitation to Learning S	Northwestern U. Review S	
11:45				
12:00 N	No Net Service	A. Jackson Chevrolet The Leading Question	U. S. Marine Band	
12:15 PM				
12:30	The World Tomorrow Radio Church of God	Foreign Affairs	Bill Cunningham Co-op	The Eternal Light
12:45		Wash. Week	Co-op Merry Mailman	
1:00	Churches of Christ Herald of Truth (198)	1-2 p m Woolworth Hour (200)	Basil Heatter	Monitor *
1:15			First Church How Christian Science Heals	

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
9:00 AM	Breakfast Club 8-9:15 MWF S	Co-op News	Co-op Robt. Hurleigh	No Network Service
9:15	MWF Tintex	No Service	Easy Does It	
9:30	TuTh Dromedary		Cook Chemical Cecil Brown Real News of the Morning	
9:45	MWF Pharmaco.	Pet Milk Godfrey (199) R	Johnny Olson Show	
10:00	Sterling Drug Tu&Th (sust.) My True Story (212)	Campana Staley Godfrey (203) R	Co-op Cecil Brown	**M. M. McBride
10:15		Frigidaire-Bauer & Black Arthur Godfrey (206) R	Faith in Our Time	Dr N. V. Peale
10:30	Carnation Whispering Streets (224)	Kellogg Bristol-Myers (206) R	Kraft News	One Man's Family
10:45	When A Girl Marries (165) S	Toni & Dow Lever Godfrey (205) R	10:35-11 Johnny Olson Show	Second Chance (Participating)
11:00	Companion S	Pisbry. & Fgaire. alt Fri (205) Pillsbury M-Th	(Co-op) Koopin' Company With Mart Lawrence	Standard Brands *** TuTh News
11:15	Paging The Nov S	Contnl. Baking Make Up Your Mind (58)	Kraft News	C-P Strike It Rich (179)
11:30	Albert L Warner News S	Wrigley Howard Miller S	Queen for a Day P. Lorillard (551)	C-P The Phrase that Pays (183)
11:45	Your Neighbors Voice S	Bishop, Gulf Corn. Prod. (190) Wendy Warren		Miles Fibber McGee & Molly
12:00 N	Valentino	Gen. Fds. MWF Hilltop House	Kraft 5 Star News	
12:15 PM	Luncheon at Aster	Toni MWF-GF TTh Whitehall M-F Helen Trent (189)	L. Higbie 12-'05	
12:30	Sunshine Boys	Whitehall-P&G Our Gal Sunday MW-GF (183)	12:05-'10 Hare's Hollywood	No Network Service
12:45	How To Fix It	P&G Ivory Road of Life (138)	Jean Shepherd Show 12:10-'30	
1:00	No Network Service	P&G Oxydol Ma Perkins (182)	No Service	
1:15	Co-op Paul Harvey		Co-op Cedric Foster	
1:30	Co-op Ted Malone		Mutual Music Box	

SATURDAY

	ABC	CBS	MBS	NBC
1:30 PM	Co-op No School Today	Co-op News	No Network Service	8 a.m. Through Midnight Sunday Monitor *
1:45		Farm News		
2:00	(10-10:30) Table Products, Inc.	St. Louis Melodies		
2:15		Garden Gate		
2:30	Ball Bros. Breakfast Club Review	A. Jackson Chevrolet		
2:45		Galen Drake S		
3:00	ABC News*		American Travel Guide	
3:15	Hall Pint Panel S	A. Jackson Chevrolet	Conference Call	
3:30			Lucky Pierre Show	
3:45	All-League Clubhouse S	Robt Q. Lewis (185) S & Milner		
4:00			Philco Cory Phonorama Time	
4:15	ABC News	A. Jackson Chevrolet	Young Living	
4:30	How To Fix It		I Ask You	Allis-Chalmers National Farm & Home Hour (Eastern Stand Stations Only)
4:45	101 Ranch Boys S	Romance S		
5:00	American Farmer S	Liggett & Myers Gunsmoke (203)	Tex Fletcher's Wagon Train	Monitor *
5:15				
5:30	ABC News	City Hospital	Fifth Army Band	Chalmers Home Hour (Central Sta's)
5:45 PM	Mary Hour S	A. Jackson Chevrolet		

BROADCASTING
TELECASTING

FOR SEPTEMBER 1955

THURSDAY

	ABC	CBS	MBS	NBC
6:00 PM	Not in Service	Metro. Life Ins. Allan Jackson (29)	Repeat of 5-6 p m Strip	No Network Service
6:15	Budweiser Bill Stern	No Service		
6:30	TBA	Dolco Batteries Lowell Thomas (199)		Sun Oil & Co-op 3-Star Extra (34)
6:45	Vandercook CIO	Hamm Scoreboard	Fulton Lewis Jr.	Alex Drier Man on the Go Co-op
7:00	Co-op Quincy Howe	Campana Phillip Morris Tenn. Ernie (184)	Dinner Date	No Network Service
7:15	Strange		Gabriel Heatter	Miles Labs News of World (168)
7:30	Saga	Am Oil Ed. R. Murrow (89)		One Man's Family
7:45	ABC News		Coca-Cola Co. Eddie Fisher Show	
8:00	Red Benson's Hideaway	The Whistler	Official Detective *	Dodge Bros. Roy Rogers Family Program (200)
8:15	News S	Amer Tobacco Edwards News		
8:30	Red Benson's Hideaway	Disk Derby	(Co-op) Brady Kaye	Dr. Six-Sun
8:45	News S		Esso Reporter Footnotes to History	Brown & Wm'son News
9:00	Sammy Kaye	Bing Crosby S	Brian Aherne's Spotlight Story	X –Minus One
9:15	News S			
9:30	Rhythm On Parade S	Amos 'n' Andy Music Hall	Co-op State of the Nation	Ted Heath & His Music
9:45	ABC News	A. Jackson Chevrolet (201)		B&W News
10:00	AFL Edw. Morgan News	Hamm Scoreboard	Virgil Pinkley	Fibber McGee & Molly ****
10:15	How To Fix It Co-op		The Book Hunter	Heart of the News
10:30	ABC News	Dance Orchestra	Dance Orchestra	Jane Pickens Show
10:45	Front & Center			
11:00	Singing with the Stars	News	Mutual Reports The News	No Network Service
11:15 PM	Sports Report S	Dance Orchestra	U N Radio Review	News of the World Morgan Beatty

FRIDAY

	ABC	CBS	MBS	NBC
6:00 PM	Not in Service	Metro. Life Ins. Allan Jackson (29)	Repeat of 5-6 p m Strip	No Network Service
6:15	Budweiser Bill Stern	No Service		Richard Harkness Co-op
6:30	TBA	Dolco Batteries Lowell Thomas (199)		No network Service
6:45	Vandercook CIO	Hamm Scoreboard	Fulton Lewis Jr.	Sun Oil Co-op 3-Star Extra (34)
7:00	Co-op Quincy Howe	Philip Morris Campana Harrison Prods Tenn. Ernie (204)	Dinner Date	Alex Drier Man on the Go Co-op
7:15	Strange		Amer. Home Gabriel Heatter	No Network Service
7:30	Saga	Am Oil Ed. R. Murrow (89)	In the Mood	Miles Labs News of World (168)
7:45	ABC News	Bristol-Myers (10 Min.) Godfrey Digest (200)		One Man's Family
8:00	Red Benson's Hideaway		Countertop *	
8:15	News S	Edwards News		
8:30	Red Benson's Hideaway	Disk Derby	Co-op City Editor	National Radio Fan Club
8:45	News S		Esso Reporter Footnotes to History	
9:00	Sammy Kaye	Bing Crosby	Brian Aherne's Spotlight Story	
9:15	News S			
9:30	Treasury of Music S	Viceroy (202) Amos 'n' Andy Music Hall	Musical Caravan	
9:45	ABC News	A. Jackson Chevrolet (201)		B&W News
10:00	AFL Edw Morgan News	Hamm Scoreboard	Virgil Pinkley	Gillette Boxing
10:15	How To Fix It Co-op		Forbes Reports	Sports
10:30	ABC News	Dance Orchestra	London Studio Melodies	Fibber McGee & Molly ***
10:45	Indoors Unlimited			Sports Program
11:00	Songs By Dini	News	Mutual Reports The News	To Be Advised
11:15 PM	Sports Report	Dance Orchestra	U N Radio Review	No Network Service
				News of the World Morgan Beatty

SATURDAY

	ABC	CBS	MBS	NBC
6:00 PM	Pan American Union	Lou Cioffi News	John Flynn	
6:15	Co-op Sports Kaloid –	Sports Roundup	World Traveler	
6:30	Co-op Sports Afield With Bob Edge	Les Elgart Orchestra	Report From Washington	
6:45	At Ease	Hamm Scoreboard	Basil Heatter	
7:00	Overseas Assignment	Gen. Mtrs., News	Pop The Question	
7:15	CIO Viewpoint (CIO)	Dance Orchestra	Magic of Music	Monitor *
7:30	It's Your Business S			
7:45	ABC News			
8:00		21st Precinct	Mutual's Wheel of Fortune	
8:15				
8:30		Disk Derby	Quaker City Capers	
8:45	Dancing Party S	Kool Cigarettes (5 Min.)		
9:00		P. Lorillard Tws For The Money (209)	Hawaii Calls	
9:15				
9:30		Saturday Night Country Style	Lombardoland U.S.A. S	R. J. Reynolds & Co-op Grand Ole Opry (93)
9:45		Chevrolet News A. Jackson (188)		
10:00	Ozark Jubilee	Saturday Night Country Style	Stratford Festival of Music	
10:15				
10:30	Lawrence Welk Army Show	Amer. Tobacco Top Tunes of the Week (10)		Monitor *
10:45				
11:00	Statler Orchestra	News	Dance Time	
11:15 PM		Dance Orchestra	Airmen of Note	

SUNDAY

	MBS	NBC
6:00 PM	Lutheran Hour (479)	Monitor *
6:15		
6:30	(approx 2-4:30)	The Catholic Hour
6:45		
7:00	Gillette Co Warmup	
7:15	Gillette Safety Razor Co Game of the Day	
7:30		
7:45	R J Reynolds Tobacco Co Camel Scoreboard	
8:00		Monitor *
8:15	Harrison Products Nick Carter	
8:30		
8:45	Natl. Biscuit Adventures of Rin Tin Tin	
9:00		
9:15	(Co-op) Wild Bill Hickok	
9:30		
9:45		
10:00		
10:15		
10:30		
10:45		
11:00		
11:15 PM		

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
6:00 PM	Closed Circ'l	Gen. Fds. MWF Sleep-Eze TuTh Dr. Malone	A Letter to Lee Graham	Co-op Pauline Frederic Reporting
6:15		P&G Duz Guiding Light (128)		
6:30	No Network Service	Gen. Fds. MWF Mrs. Burton	(approx 2-4:30)	No Network Service
6:45		MWF P&G Tide Gen. Fds. TuTh P. Mason (163)	Warmup S	
7:00	The Martin Block Show	Toni & Bristol Myers Nora Drake (201)		
7:15		Gen. Fds. MWF Brighter Day (166)	Jackson Browing Co Game of the Day	News
7:30		Lever, Kellogg Housepartv * (183) R		Wonderful City Partic. 3:05-3:30
7:45		Pillsbury Mills House Party Hawaiian Frl. (198) R*	R J Reynolds Tobacco Co Camel Scoreboard	Presenting Claude Rains
8:00	Manhattan Matinee	No Service	Bruce & Dan	Just Plain Bill
8:15				Right to Happiness P&G
8:30	Treasury Bandstand		Tex Fletcher's Wagon Train	Stella Dallas Stng. Drg. MWF Sust. TuTh
8:45		News		Young Widder Brown, Sterling Drug MWF Sust. TuTh
9:00	Musical Express		Quaker Oats Co. Sgt. Preston of the Yukon	P&G Pepper Young's Family
9:15	Bobby Hammack & His What Four			Miles Labs Woman In My House
9:30	Gloria Parker	No Service	Wagon Train	C-P Lorenzo Jones (191)
9:45	Vincent Lopez		America's Bsness General Tire Sports Time	Lone Ranger Gen. Mills Amer. Baker & Participating
10:00			Kraft News John Flynn News	Daniel Boone & Colonel Coon

SATURDAY

	ABC	CBS	MBS	NBC
6:00 PM	Shake The Maracas	Stan Dougherty Presents	Ruby Mercer Show	Monitor 8 a.m. Saturday through Sunday Midnight *
6:15	ABC News	String Serenade		
6:30	Festival S		(approx 2:00)	
6:45		New Orleans Jazz	Warmup S	
7:00	News			
7:15	Festival S	Dance Music	Jackson Browing Co Game of the Day	
7:30				
7:45	ABC News		R J Reynolds Tobacco Co Camel Scoreboard	
8:00	Band Concert Promenade S	Treasury Bandstand		
8:15				
8:30	The World Tourist		Bandstand USA	
8:45	Dinner at the Green Room S	Adventures in Science		
9:00		Richard Hayes	Teenagers USA	
9:15		A. Jackson Chevrolet		
9:30		Saturday at the Chase	John Price, News	

August 29, 1955

Explanation: Listings in order: Sponsor, name of program, number of stations; R repeat; S sustaining; TBA to be announced. Time EDT.

ABC—
7:55-8 p.m., Les Griffith & The News. (332). Weekend news now sponsored by Texas Company. In each of four time zones, 13 times on Sat., 11 times on Sun.

CBS—
8:55-9 a.m. Sun. Gen. Fds.—Galen Drake (111)
11:30-11:35 a.m. Sun. Lou Cioffi—News (8)
3:15-3:30 p.m. MWF Lever—Houseparty 180
3:15-3:30 p.m., Tu.-Th., Kellogg—& Houseparty 191
3:30-45 p.m., Dole—Houseparty 171
3:30-3:45 p.m. M-Th Pillsbury—Houseparty 191
Gen. Motors — Allen Jackson—Sat.
Sat.—News 10:00-10:05 a.m.; 10:55-11.00 a.m.; 12 Noon-12:05 p.m. 126 Sta.
Doug Edwards—Pall Mall Wed.-Th. Frl. 8:25-30 p.m.
G. Drake—Tasti Diet Sat. 1:25-30 p.m., 203 Sta.
Football Roundup, starts Sats., 2-6 p.m., beginning Sept. 17.
Arthur Godfrey Time
10-10:15 a.m., Pet Milk Co.—M.-F. alt. days; Murine Co.—alt. Tue., alt. Wed.
10:15-30 a.m., Campana Sales Co.—M.-Th. alt. days; Staley Mfg. Co.—M.-Th. alt. days
10:30-45 a.m., General Motors, Frig.—Tu., Th.; Bauer & Black—Mon. & ea. 4th Frl.; Corn Products—Wed. & ea. 4th Frl.; Staley Mfg.—Alt. Frl.
10:45-11 a.m., Bristol Myers—M., W.; Kellogg—Tu., Th.; Campana—alt. Frl.
11-11:15 a.m., Lever—M. W. alt. Frl.; Toni—Tue.; Dow Chemical—Thur.; Kellogg—alt. Frl.
11:15-30 a.m., Pillsbury Mills—M.-Th.; Toni—ea. 4th Frl.; Dow Chem.—ea. 4th Frl.; Gen. Motors—alt. Frl.
Amos 'n' Andy Music Hall
Brown & Williamson, M. W., Ted Bates

MBS—
Mon.-Frl. 8:00-8:30 p.m. Programs—Multi-Message Plan Participants—MWF: R. J. Reynolds Tob. Co. M.-F.; Pearson Pharmacal—M.-F.; Harrison Products Inc.—Sunday; Curtis Candy Co.—W.
Multi-Message—Harrison Products Inc.—Sun.

NBC—
* **Monitor** participating sponsors: Carter, Chevrolet, Chesebrough, Miller Brewing, Morton Salt, Philip Morris, RCA, Socony, Western Union.
** Mary Margaret McBride: M.-W., F.: Sustaining; Th. only: General Foods.
*** 10:55-11 a.m. News with Ken Banghart; M., W., F.: Sustaining; T., Th.: Standard Brands.
**** Fibber McGee & Molly: 3 Plan Kools partic. Tues. only.

desert. Most of the technical crew were staying at Camp Mercury, and they were becoming more and more dissatisfied with Army barracks life. The rest of the outfit were well situated at the Sands Hotel, but as time dragged along the atmosphere of gambling in Las Vegas became more and more distasteful, not to say suicidal. By the end of the first week there were grave questions as to whether we and NBC would stay on at great expense in the hope of eventually bringing the country the live pickup of the atomic shot and the scene of destruction on the following day, or whether we should merely film it. All of this, of course, took hundreds of telephone calls to Los Angeles and New York, since each day all of the network operations had to be put into gear, and again each day those same operations had to be taken out of gear.

Ponderous but Flexible

If all this proved nothing else, it proved that television, while ponderous, could be flexible. Day in and day out we were ready to telecast the blast whenever it did occur, and as daylight came sooner, the exact time of the blast was being changed. The radio operation was having its difficulties too, but since there were not as many persons nor as much equipment involved the complications were not as great.

Finally, as you know, the shot was fired and it was covered live by CBS and NBC. By that time, the project had cost CBS something like $85,000. Whether it was worth it or not I would be loathe to say, except that having started on the project, I am glad we stuck with it and carried it through.

In the class of foreign events coverage, the British elections called for a somewhat simpler type of plan. In this case we were dealing with only our own personnel, and we could be relatively sure that there would be an election on a certain date. Election coverage was planned like this:

About the first of May, with election day set as May 26, I called a meeting of the assignment manager and the executive producers of radio and television. We discussed at some length the number of programs we would want to do, both in cut-ins on our regular news shows and in special programming. Then we tried to figure how many men we would need to produce this coverage. We then sent a schedule of the proposed plan to London's bureau chief, Howard Smith, for his comment, and then discussed details in a transatlantic talk. Two weeks before the election we sent *See It Now* camera crews and Paul Niven of the Washington Bureau to England to work on a show that was to be telecast on election day. It also developed that this particular *See It Now* show, which took one election constituency and dissected it, was to be shown on the BBC on election night. (Incidentally it drew rave notices in the British press.) Then about 10 days before the election we sent a team of cameramen and sound men from Bonn, and another from Paris to augment the two camera teams that we already had in London, making four camera teams in all, in addition to the *See It Now* unit. David Schoenbrun arrived from Paris, Dick Hottelet from Bonn and I from New York arrived on the 17th, and Ed Murrow came the following Sunday. This staff was to supplement the three men and two secretaries already working in the Bureau. You can see from these preparations that we were well geared to do a thorough job of covering, and I believe we did so.

We sent back some 25 film stories, after shooting about 40,000 feet of film, nearly all of which was used—some on the Ed Murrow show, some on Charles Collingwood's *Morning Show*, some on *The American Week*, some on *Sunday News Special* and so forth. Between May 17th and the day after the election, CBS crews ranged over the British Isles from Scotland to Wales, to the South of England. On the night of the election, BBC made its radio facilities completely available to us, including their private studio, and our crew broadcast results back to New York virtually every hour. We did live reports into all of the radio shows, into the Doug Edwards show, and during a special telecast at 11 p.m. Actually, partly through the assistance of the BBC, we had a good look at the eventual outcome by 11 p.m. British time (the polls having closed at 9), or in other words, at 6 p.m. in New York.

. . .

As the daily television show has evolved, the following types of questions have been wrestled with by CBS administrators, correspondents, editors and producers:

(1) Is CBS news policy and tradition completely applicable to television? There was no question about the need for maintaining objectivity. Would it be better to go all out in playing the picture story when there was a choice between the picture story and the significant news story without pictures? How was crime news to be treated? Should the tradition against playing up crime news be applied to such stories as the Shepherd murder trial and the Greenlease kidnapping? How were such things as the Kinsey Report to be used on television?

(2) Should television news try to cover all major news stories of the day, even though interesting film was not available, or should it cover largely those stories which could be backed up by good pictures?

(3) Should television news, in an effort to cover more hard news, use a man on camera without film, or try with the greatest ingenuity, and without distortion, to find suitable film?

(4) Should television news tend strongly toward background stories that experience proved it could do well at the expense of covering some hard news?

(5) After covering the top four or five hard news stories of the day, should the second echelon consist of entertaining features of relatively little significance, short documentaries with news pegs, a continuation of standard pictorial coverage of stories in descending order of importance, or a combination of all three?

How About Sound-on-Film?

(6) How important is sound on film? It was felt that there was a tendency in many cases to take close shots of people making statements. By this means television news was able to produce the most important quotes in a story, perhaps at the expense of pictorial interest, and also giving undue time to the event in proportion to other stories. Would it make more sense to use more silent footage for illustration purposes with the principal facts of the story being read as tersely as possible by the broadcaster narrating behind film; or in this case, does the film become so distracting that the point is lost?

(7) Should television news adhere to the tradition evolved by radio news (as opposed to documentaries) that music and sound effects be avoided?

(8) In organizing the show, should the news broadcast be a joint effort of the entire news operation, the product of a production unit, or a product controlled largely by the personality of the broadcaster?

Some of these questions have not been finally and definitively answered. But on the prime issues it has been determined that CBS news policy and tradition can apply and does apply to television news; that it must always provide some coverage of the major news stories of the day whether or not there is film available, and that significant news must not be shoved aside by the merely pictorial story. But CBS Television News wants to use imagination and ingenuity to cover with pictures whenever possible. It also has been established that after covering the four or five major stories of the day (the selection of which is usually simple) that judgment on other news items should be based on (a) significance, (b) pictorial value, and (c) general public interest—in roughly equal proportions.

An additional dollar's worth of product promotion for every advertising dollar.

. . . one equals two on **WLW** RADIO

. . . a distinguished member of the Crosley Group

Exclusive sales offices: New York, Cincinnati, Dayton, Columbus, Chicago, Atlanta, Miami

There's ONE best way to promote your TV show this fall!

And These Advertisers Know the Answers

Here's an up-to-the-moment list of the advertisers who are already signed up for Fall program promotion in TV GUIDE:

Oldsmobile	Scott Paper Co.
U. S. Steel	Household Finance Corp.
ABC-TV	Sylvania
Ford	Texaco
Chrysler	Proctor & Gamble
Nescafe	Philco
Gruen	Elgin National Watch Co.
Quaker Oats	Pall Mall
RCA	R. J. Reynolds

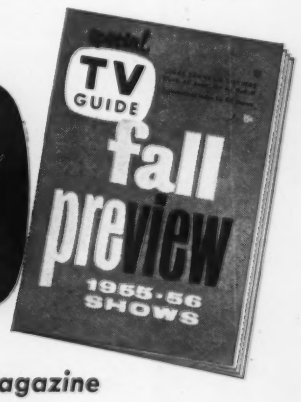
Every week 3,000,000 families buy TV GUIDE . . . and read it every day to find the best in TV entertainment. It's a *magic door* to bigger TV audiences!

Give your show a head start in TV GUIDE'S BIG FALL PREVIEW ISSUE!

On September 24, TV GUIDE will publish its 3rd Annual Fall Preview Issue . . . the most comprehensive TV GUIDE ever issued. It's the ideal place to *presell* your new show. For rates and reservations contact your nearest TV GUIDE office now.

Before they tune in, millions turn to

TV GUIDE



America's Television Magazine

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Something you should know about TV in Washington, D.C.

Without changing its current rates, WMAL-TV will boost its power to 252,000 watts this Fall and spark the new ABC-TV programs with the greatest promotion campaign ever conducted by a Washington TV station!

Ask Katz about prime adjacencies for the Fall . . . *at current rates on*

SUPERPOWER

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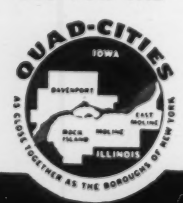
THE QUAD-CITIES
ROCK ISLAND • MOLINE • EAST MOLINE, ILL. • DAVENPORT, IA.

NOW 1/4 MILLION PEOPLE

According to Sales Management's Survey of Buying Power (May 10, 1955) the Quad-Cities now have 250,200 people with an Effective Buying Income of $5843 per family or $1794 per capita. Cover this rich 450 million dollar market with WHBF radio or TV—the Quad-Cities' favorites.

CBS FOR THE



Quad-Cities' favorite
WHBF AM FM TV
TELCO BUILDING, ROCK ISLAND, ILLINOIS
Represented by Avery-Knodel, Inc.

AN ANNOUNCER SOUNDS OFF ABOUT TV COMMERCIALS

By Don Morrow

DON MORROW has been a network television commercial announcer for more than four years, and has delivered commercials on network tv programs for such advertisers as Norwich Pharmacal Co., Maxwell House, Sano cigarettes and the Mercury Dealers of America, among others.

FROM the earliest days of broadcasting to the present, there has been criticism upon criticism of air commercials.

People keep saying they're too long . . . too repetitious . . . too insincere . . . too exaggerated.

As a commercial television announcer who has been privileged to work some of the outstanding network programs, I may be considered an ingrate of sort when I say there are certain things wrong with commercials. Above and beyond the criticism that has been leveled by the general public and other critics, I want to state this flatly:

Television announcers must learn a great deal more about the product they are selling on the air in order to do a whiz-bang selling job!

MR. MORROW

Before I enlarge upon this point, let me say that most tv commercial announcers generally turn out a fine job. But in a way, it's like the coach who sends in a naked substitute—the kid can play ball all right, but he's awful short on equipment.

Now here comes something that surprises me. Maybe it shouldn't. But it does. There are many multi-million dollar advertisers, who hire the best brains in the agency business to conduct extensive research, create eye-catching effects and supply highly effective commercial copy. But many of them and their agency colleagues think that all an announcer has to do is to memorize the script and smile.

I maintain that an announcer could do a much more effective job if he knew a lot more about the product he is selling—how it's made, its history and the people responsible for it. At the very least, it would give the performer standing up in front of those two red eyes a tremendous feeling of security.

There is no doubt in my mind that the day will come when the selection of a tv commercial spokesman will be given as much care as is exercised in choosing a high-level executive of the company. This definitely will come about for the million dollar clients on the networks.

One factor that is likely to speed the process is this: several announcers today are making more money than the heads of many large organizations—and I mean well over $100,000 a year.

I recite this to point up a current failing. In order to get the most out of its highly-priced television commercials, a company should insist that its tv spokesman know as much about the organization that is footing the bills as its salesman on the road. This lamentation is not strictly a personal one—ask any tv commercial announcer. I have heard them make the same beef many times.

Television commercial announcing is big business. It ought to be treated like big business. In extreme situations, the commercial portion of a network program is relegated to a subordinate position until a few days before the telecast. Then—Panic in the Streets!

An announcer is chosen in a hurry. A script is written in a hurry. There's likely to be a shortage of rehearsal. By air time, the commercial goes off as scheduled. And it may seem to be pretty good.

But—and I want to make this point again—it could have been improved. Give us announcers a course in "product relations," and I wager that a commercial won't come off just pretty good. It will be excellent.

I hope this doesn't sound like a gripe. Television has been good to me. I'm sounding off about what I call "product relations" for one big reason. I think tv is the most effective of all mass media. Television commercial announcers are able and willing to do their part more fully to support this conviction.

I well remember the day when rehearsal for two 3-minute commercials for a well-known network show was set for 1 to 3 p.m. I received the script only 48 hours before the show. The actual rehearsal on camera finally started at 2:59 p.m. Neither commercial was rehearsed "straight" even once—but strangely enough, no one was worried. Except me. The reason for the big delay? The usual factors that performers never can pin-point. The dress-rehearsal was the only complete run-through of the commercial, except for the show itself. It went off well two hours later. I was three pounds lighter.

On another occasion, I recall that my commercial involved the performing of some relatively intricate maneuvers around and over a well-known appliance. However, right up to air-time, the appliance constantly was being used for other purposes. Every time I tried to go into my act, I was interrupted and told: "You can work with it when we get through." They got through at air time.

If espisodes like these aren't frustrating . . . Well, some announcers may rationalize and say: "It's a good living." It is—and I wish we could exert more effort to justify the good pay.

NBC URGES WBUF-TV SALE BE APPROVED

Network says its control of failing ch. 17 outlet would give uhf telecasting a boost.

ACQUISITION of failing ch. 17 WBUF-TV Buffalo, N. Y., by NBC will lend impetus to uhf and will not result in concentration of control, the network told the FCC last week.

NBC's comments were in reply to a McFarland letter sent WBUF-TV last month indicating the proposed purchase by NBC for $312,000 could not be approved without a hearing [B•T, July 25]. The issues raised were brought about by protests to the sale from ch. 2 WGR-TV, present NBC affiliate in Buffalo.

NBC "strongly urged" the FCC to approve the purchase without holding a hearing. WBUF-TV, also answering the McFarland letter last week, said WGR-TV's only interest is in maintaining a "predominant" position in the Buffalo market. The ch. 17 outlet said by granting WGR-TV an injunction against the sale, the FCC is permitting that station to maintain a vhf rather than a vhf and uhf market.

Implements Policy

NBC said the purchase would implement the policy of the Commission's multiple ownership rules, recently amended to permit one entity to own seven tv stations provided two are uhf. The network quoted the FCC in its decision: "The problem that is presented in these proceedings is whether the more rapid and effective development of the uhf band warrants permitting the ownership of additonal uhf stations [by multiple owners]. We believe it does."

With regard to questions raised about the population served by NBC-owned stations, the network said this is not the test of concentration of control, adding at least one other network owns stations whose aggregate coverage is larger.

NBC added that in every city where it owns a tv station there are from two to six other tvs in operation.

As to FCC concern over the history of litigation of RCA involving antitrust laws, the network said no hearing should be held on the the allegations of WGR-TV with respect to existing complaints. The network cited a Commission decision of last June which said "we believe it better practice to exclude from the record evidence consisting merely of complaints filed, but not adjudicated. . . ."

Furthermore, the network said, the pending complaint against RCA does not involve NBC or the operation of radio and tv stations or broadcasting.

Intention of NBC with regard to acquisition of an am station in the Buffalo area is premature for Commission concern, the network said. NBC stated, in reply to another WGR-TV allegation, that it intends to make its program service available after the transfer application is approved and as soon as commitments with WGR-TV permit. NBC affiliation with WGR-TV expires Aug. 13, 1956.

WBUF-TV, which suspended for a short time and then resumed, said it has lost $325,000 and present losses run over $10,000 a month. Its present receipts are only $2,000 a month, the station said. WBUF-TV began operation August 1953.

The Buffalo uhf said it is under NBC agreement to stay on the air until Dec. 31, but will cease operation if the sale is not approved.

NBC also has pending before the FCC purchase for $600,000 of another uhf, ch. 30 WKNB-TV New Britain, Conn., presently under Commission investigation because of possible overlap with NBC-owned WRCA-TV New York. Under FCC study too is the proposed swap between Westinghouse Broadcasting Co. and NBC involving the exchange of WBC Philadelphia stations, KYW-WPTZ (TV), for NBC Cleveland outlets, WTAM-AM-FM and WNBK (TV). At issue is whether NBC threatened Westinghouse with loss of NBC affiliation unless WBC consented to the trade. The station swap also involves a $3 million payment to Westinghouse.

WNHC-TV OPPOSES NEW TOWER RULE

OPPOSITION to FCC's new rule authorizing vhf tv stations in Zone I (middle and northeast Atlantic states) to increase antenna heights from 1,000 ft. up to 1,250 ft. above average terrain, while utilizing maximum power, was submitted to the Commission last week by WNHC-TV New Haven, Conn. [B•T, July 25]. The station asked the FCC to set the order aside and schedule a hearing.

At the same time, the Dept. of Defense "strongly urged" the FCC to postpone the new rule, which becomes effective Wednesday, until completion of the present studies by the Air Coordinating Committee.

WNHC-TV (ch. 8) said because of aeronautical considerations and consequent limitations by the Civil Aeronautics Administration, it is forced to operate from an antenna that is 720 ft. above average terrain, utilizing maximum 316 kw power. The CAA limitations, WNHC-TV said, prevent it from increasing its antenna height regardless of the new rule.

WNHC-TV said co-channel stations in New York (chs. 7 and 9), already are causing substantial interference to its signal, and now will be able to more than double their effective radiated power, causing serious deterioration to the WNHC-TV signal. The New Haven outlet said its Grade A coverage contour falls a distance of 40 miles from the transmitter in the direction of New York. Existing interference from New York penetrates within 32.6 miles of WNHC-TV, the station said. If the new rule goes through, interference will be penetrating within 30.3 miles, WNHC-TV stated, adding there is no way to improve its service to counteract the added interference.

The new rule also has an adverse impact on local community television service, WNHC-TV declared. Harm also would come to uhf stations, the New Haven outlet said. To the extent that vhf stations in Zone I can increase their coverage areas by increased power and height, the uhf stations in the same and nearby markets cannot help but suffer, WNHC-TV added.

The Dept. of Defense, in a letter signed by Assistant Secretary Thomas P. Pike, called attention to the immediate effect of this rule on "hazards to air navigation." Secretary Pike said that "while the order is only intended to permit maximum power at a higher altitude in Zone I, it is clear" the new ruling results in an incentive to build taller tv towers in an area of the "highest military and civil air traffic."

"The department cannot agree," he said, "that an increase in height to 1,250 ft. above average terrain instead of 1,000 ft. will have a negligible effect on problems relating to air hazard."

Voice of America Beams Speech by Soviet Official

THE U. S. Information Agency's international broadcasting service, the Voice of America, last week sheathed its claws in a turnabout maneuver—a broadcast behind the Iron Curtain by a Soviet official.

The Russian official, who recorded a broadcast to his homeland, was Vladimir Vladimirovich Matskevich, first deputy agriculture minister of the U.S.S.R., who has just ended a goodwill tour of inspection of U. S. farming methods as head of a 12-member Russian farm delegation.

The recording was made at the Soviet Embassy in Washington near the end of the delegation's visit, after the Voice of America had made an informal offer of its facilities for the broadcast. A spokesman for a corresponding U. S. group touring Russian farms had done the same thing over Moscow Radio.

In his broadcast, the Soviet agriculture official said his group saw many interesting farming methods which can be used in the Soviet Union, but "I wouldn't be frank . . . if I said that we liked everything that we saw."

News reports indicated the Soviets did not let up on their jamming of VOA broadcasts for the special broadcast last week.

FIRST live radio or tv pickup ever to be originated from the Russian Embassy in Washington is claimed by CBS after CBS news correspondent Bill Shadel broadcast from a reception for the 12 visiting Russian farm experts. Here, Mr. Shadel interviews Vladimir Matskevich, head of the visiting delegation. The pickup was carried on the network's Aug. 22 *Douglas Edwards & the News* program.

Reds Like U.S. Farm Tv

MEMBERS of a Soviet farm delegation which has been touring the U. S. looking at agricultural methods are impressed by the American use of television and other communications media for bringing word of better techniques and farm uses directly to the farmer, their spokesman said last week.

Vladimir Matskevich, acting Soviet minister of agriculture, made the statement in an address to Washington's National Press Club.

TRIANGLE REBUTS CHARGES OPPOSING WLBR-TV BUY

Firm denies that Lebanon, Pa., uhf would be WFIL-TV satellite and says there would be no overlap with other Triangle stations.

FCC approval to the purchase of ch. 15 Lebanon, Pa., should be granted without a hearing because the acquisition will provide an impetus to other uhf stations in the area and is in the public interest, purchaser Triangle Publications Inc. told the Commission last Friday.

Application for sale approval was submitted to the FCC two months ago [B•T, July 4]. Triangle (WFIL-AM-TV Philadelphia and *Philadelphia Inquirer*) is buying the Lebanon uhf, which has suspended operations, for $115,000 plus assuming obligations totaling $125,000.

Following objections to the sale by three uhfs in Harrisburg [B•T, Aug. 1], the FCC sent WLBR-TV a McFarland letter indicating sale approval could not be given without hearing. Last week's comments by Triangle were in reply to this letter. Objecting were WHP-TV, WCMB-TV and WTPA (TV).

Triangle said assumptions that WLBR-TV will be operated as a satellite of ch. 6 WFIL-TV are erroneous. A close examination of the application, Triangle said, discloses that about half (49.3%) of the proposed weekly broadcast hours will be devoted to locally originated programs. To this end, the firm said, it already has made arrangements with local educational and civic groups for weekly series. Triangle said WLBR-TV will not be network-affiliated.

Triangle, which also owns WNBF-AM-TV Binghamton, N. Y., and 50% of WHGB Harrisburg, said none of the Grade A contours of its tv stations comes within 12 miles of the Grade A contours of the others. The company noted that Binghamton is 155 miles from Philadelphia and 125 miles from Lebanon and that Philadelphia is 72 miles from Lebanon.

The Philadelphia firm stated this transfer will not cause any undue concentration of control of media of mass communication, asserting the grant of this application will improve competitive forces in the area. Triangle noted the sister am station, WLBR, will remain under the present owners and will offer direct competition to WLBR-TV.

Contrary to allegations, Triangle said its proposed acquisition will have a beneficial effect on other operating uhfs in the area. By providing Lebanon with its own locally-originated programs, Triangle declared, WLBR-TV may well be expected to stimulate interest in uhf throughout its service area and thereby increase the sales of uhf receivers.

In a supporting legal memorandum, Triangle noted that the parties who have filed objections and requested a hearing have no basis, legal or otherwise, for such a request. It said, "They are attempting to go outside their own community . . . and prevent the people of Lebanon from enjoying the benefits of their own television station."

Early this month Triangle applied for ch. 18 at Elmira, N. Y., to be used as a satellite of ch. 12 WNBF-TV. The firm also has made known pending purchase of WFBG-AM-TV Altoona, Pa., for an aggregate $3.6 million.

Losers Belittle Color In N. O. Ch. 4 Case

THE PRESENT status of the color tv art has become a major issue in the New Orleans ch. 4 proceeding, with the two losing applicants in an FCC examiner's initial decision questioning whether color tv today is worthy of being a determining criterion in a comparative hearing.

Last week James A. Noe & Co. submitted to the FCC its objections to the initial ruling that favored the Times-Picayune Publishing Co. (WTPS) for ch. 4 in New Orleans [B•T, July 11]. Noe's stand on color tv was similar to the objections of the other losing applicant, Loyola U. (WWL), which was submitted a fortnight ago [B•T, Aug. 22].

The Noe company (WNOE New Orleans and KNOE-AM-TV Monroe, La.) said the finding that local live color programs are practical "is not balanced by the examiner with any findings whatsoever as to availability and distribution of color sets."

Color Services Encouraged

Times-Picayune, however, in supporting the initial decision last week, said that awarding it a preference for its color tv proposals is clearly consistent with and necessitated by the public interest. WTPS went further and said such a preference "accords fully with established FCC policy to encourage the early development of new or improved broadcast services."

In reaching a decision, the examiner ruled the Noe company out of a comparative analysis with the other two applicants because it was held the firm did not establish its financial qualifications. Mr. Noe said this was based on the "unrealistic theory" that a partnership whose principals have a combined net worth in excess of $2.3 million lacks the financial resources to build and operate a tv station requiring a gross investment of $1.2 million.

For not finding that the Noe partnership can borrow $600,000, the firm told the FCC this disregards the prior experience in borrowing of James A. Noe; his successful operation of KNOE-TV, and the net worth of partner Harry Allsman.

WTPS, which also supported the preference awarded to it for program proposals for outlying communities, notified the FCC of its intention to participate in any oral argument that may be scheduled following the exceptions to the initial decision.

The Broadcast Bureau has asked for an extension until today (Monday) to file its exceptions to the New Orleans decision.

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WENS (TV) Asks FCC Set Aside WWSW Grant

CH. 16 WENS (TV) Pittsburgh last week asked the FCC to set aside the grant of ch. 11 in that city to WWSW Inc. and order a new hearing. The Pittsburgh uhf further asked that, pending action on this petition, the FCC issue an order temporarily staying the effective date of that grant.

WWSW Inc., permittee of ch. 11 WIIC (TV) which is due to go on the air Nov. 15, replied that the petition should be dismissed because it fails to set forth facts sufficient to invoke the jurisdiction of the Commission.

WENS, which has a similar appeal to reopen the ch. 11 proceeding pending before the U. S. Court of Appeals in Washington, a fortnight ago was denied by the same court a motion to stay construction of the ch. 11 station pending outcome of that appeal [B•T, Aug. 22].

WENS last week repeated its charge that the merged applications of WWSW and WJAS represented a new application that should have been returned to the processing line. WENS said the FCC should determine whether, in the light of the merger agreement of June 2, 1955, the WJAS application should have been dismissed before any further action was taken on the WWSW application.

The Pittsburgh uhf also asked the FCC to determine whether the parties to the June 2 agreement are trafficking in broadcast frequencies and to study the effect a second commercial vhf in Pittsburgh will have on existing uhf operations.

In reply to this, WWSW Inc. said WENS cannot be considered a party to the proceeding. The ch. 11 permittee said in 1952 WENS had its chance to seek ch. 11, but instead of exposing itself to a drawn-out hearing, it sought ch. 16 unopposed and was thus able to get into commercial operation years ahead of any ch. 11 applicant.

Final grant of ch. 11 to WWSW Inc. was made last month [B•T, July 25].

Webster Heads U. S. Visit

FCC COMR. E. M. Webster left Friday for Stockholm to attend the North Sea & Baltic Marine Radiotelephone Conference to be devoted to safety at sea. Comr. Webster is one of five Americans going along as observers to study similar problems that face this country.

The conference will start Thursday and is expected to run for three weeks. Other American observers are: C. M. Jansky Jr., Jansky & Bailey, consulting engineers, who will represent marine interests on the Great Lakes; John Cross, State Dept.; Austin Bailey, AT&T, and Capt. G. C. Graves, Coast Guard.

WXYZ Asks Hearing on Bid

WXYZ Detroit last week asked the FCC to designate for hearing the application of News-on-the-Air Inc. for a new am station at Port Clinton, Ohio. WXYZ, operating on 1270 kc with 5 kw unlimited, said the proposed station, to operate on 1250 kc with 500 w day, will cause objectionable interference to WXYZ's daytime operation.

Presque Isle, Redding Vhf Applications Filed

APPLICATIONS for construction permits for vhf stations in Preque Isle, Me., and Redding, Calif. were filed with the FCC last week.

Elson Television Co. is seeking ch. 8 in Presque Isle, and is to operate with effective radiated power of 420 w visual, 210 w aural and have an antenna 221 ft. above average terrain. Elson principals are Thomas B. Friedman, consulting engineer and manager of broadcast systems engineering for Adler Communications Labs, and his wife..

Estimated construction cost is $53,569; the first year operation cost $72,000, and estimated first year revenue was listed as $85,000.

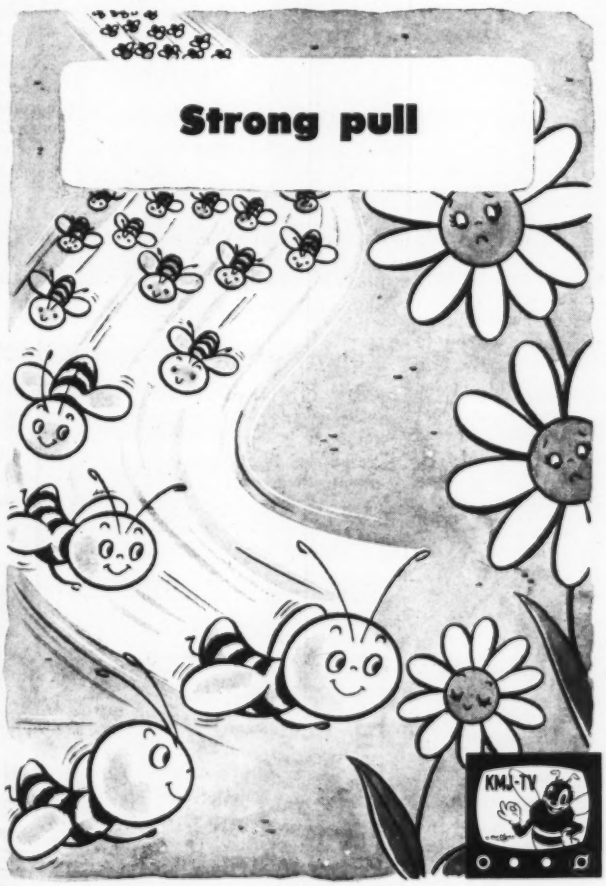
Shasta Telecasters filed for Redding's ch. 7. Requested effective radiated power is 12.1 kw visual and 6.1 kw aural with an antenna 3,586 ft. above average terrain.

Among the principals are George C. Fleharty, Redding mayor, and Robert L. Hammett, consulting engineer.

Construction cost was estimated at $220,880; first 12 month operating expenses at $165,000 and the first year's income was calculated at $216,000.

Commissioner to Commodore

GEORGE E. STERLING, former member of the FCC who retired last year, has been elected Commodore of the newly organized Evergreen Yacht Club of Peaks Island, Me. Commodore Sterling is now engaged in communications consultation, headquartering in both Peaks Island and Baltimore.



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POWER now 447,000 watts.

RECEPTION Pacific Coast Measurement Bureau Survey (Oct. '54) shows KMJ-TV reception "most satisfactory" in area.

RATINGS KMJ-TV carries 24 out of the 35 top-rated nighttime programs in the Fresno area (ARB report, March '55).

COLOR KMJ-TV was the first local station equipped to transmit network color shows and has presented them on a regularly scheduled basis.

Paul H. Raymer, National Representative

Something you should know about TV in Washington, D.C.

Without changing its current rates, WMAL-TV will boost its power to 252,000 watts this Fall and spark the new ABC-TV programs with the greatest promotion campaign ever conducted by a Washington TV station!

Ask Katz about prime adjacencies for the Fall . . . *at current rates on*

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The Evening Star TV Station
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THE BUILDERS—
WHWL and WISL
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NAIL DOWN THIS RICH MARKET!
1954 Consumer Markets—SRDS
See FORJOE & CO.

WISL 1 KW—Shamokin, Pa.
WHWL 1 KW—Nanticoke, Pa.

Storer Denies Protest Of WJBK Interference

STORER Broadcasting Co. last week defended the operation of WJBK Detroit on 1500 kc, telling the FCC the station's antenna array is stable and that its signal is not causing interference to any station.

These remarks were in reply to charges made earlier by WTOP Washington and KSTP St. Paul, both operating on 1500 kc, that WJBK was not living up to engineering requirements in its 1500 kc permit [B•T, Aug. 8]. WTOP and KSTP said the Detroit station was not providing the proper protection to their signals and asked the FCC to cancel the WJBK authority issued last July 1 to conduct program tests on that frequency.

WJBK, licensed to 1490 kc, 250 w, has been seeking operation on 1500 kc since April 1952 when it was granted a change in permit to move to that frequency with 10 kw day and 5 kw night. The nighttime power later was changed to specify 1 kw.

Last week Storer said the arguments advanced by WTOP and KSTP "do not accurately and faithfully represent the technical objections reviewed in their attached engineering affidavits." These arguments "exaggerate" and "misportray" the conclusions of their engineering counsel, the firm said.

"Extreme care is being taken," Storer stated, in the building and operation of the antenna array to assure stability and required protection to other stations.

WJBK also received support last week from WABJ Adrian, Mich., which was granted program test authority to operate on 1490 kc fulltime at the same time WJBK was switching from 1490 to 1500 kc. WABJ has been licensed for 1500 kc daytime and is seeking fulltime operation on 1490 kc. WABJ said that if the FCC cancels WJBK's authority for 1500 kc, the Adrian community will still be without its first nighttime outlet.

Evansville Dismissal Request Granted to Consolidated

CONSOLIDATED Television & Radio Broadcasters Inc. was granted dismissal of its tv application for ch. 7 at Evansville, Ind., by the FCC last week.

Consolidated had requested dismissal because after its sale in May of WEOA Evansville to Ohio Valley Tv Co. it no longer wished to pursue its tv application in Evansville. The firm has not participated in oral arguments in the Evansville proceeding.

Consolidated, formerly WFBM Inc., is owned by H. M. Bitner. Mr. Bitner owns WFBM-AM-TV Indianapolis, Ind., WTCN-AM-TV Minneapolis, WOOD-AM-TV Grand Rapids, Mich., and WFDF Flint, Mich.

Applications of Evansville Television Inc. and On The Air Inc. are still pending for ch. 7 in Evansville.

Sen. Morse Criticizes Booster Station Limitations

THE FCC was urged last week by Sen. Wayne Morse (D-Ore.) to speed new regulations that will allow small communities to receive television programs by short-range booster stations. He called present FCC rules "a stumbling-block to the type of inexpensive, short-distance booster stations needed in many small communities," such as, he said, Oakridge, Prineville and Sheridan, Ore.

Sen. Morse said it was the FCC's responsibility to make tv service available to everyone and that citizens of small communities should not be "penalized because of the slowness of the Commission in formulating a set of regulations."

He praised Chairman Warren G. Magnuson (D-Wash.) of the Senate Interstate & Foreign Commerce Committee for the latter's efforts to foster reflector and re-radiation stations in the state of Washington.

WSAY Fights FCC Stay Plea In Rochester Ch. 10 Case

WSAY Rochester, N. Y., last week opposed the FCC's motion to have U. S. Court of Appeals in Washington stay the effective date of the court's decision in the Rochester ch. 10 tv case.

The FCC had asked the court to stay the decision until Sept. 11 so that the Commission can consider possible appeal to the Supreme Court [B•T, Aug. 22].

The appeals court last month ruled that the protest of Gordon P. Brown, owner of WSAY, against the 1953 grant to what are now ch. 10 sharetimers WHEC-TV and WVET-TV should have been allowed. Under the present law, when a protest against a grant made without a hearing is accepted, the grant in question must be stayed.

The Commission has told the court that under the mandate, the ch. 10 stations, operating since November 1953, would have to close down for an indefinite period with a resultant loss of service to the public.

WSAY said the FCC counsel's request to have the decision stayed lacks weight because the Commission was fully apprised of the court's opinion.

Colorado Facilities Granted

AT&T Long Lines Dept. has been given FCC permission to construct additional facilities permitting KCSJ-TV Pueblo, Colo., to be interconnected for regular network operation. An additional frequency and transmitter has been assigned to Black Forest, Colo. As part of the interconnection setup, for which the tentative completion date is April 15, 1956, the FCC also is permitting expansion of AT&T's microwave radio relay station at Pinon, Colo. Cost of the project has been set at $62,000. Black Forest is a point on the Denver-Colorado Springs video route.

Reno Antenna Move Sought

KZTV (TV) Reno, Nev., has filed application to move its antenna site from in Reno to Slide Mt., 14 miles south of that city and increase visual power from 2.7 kw to 10.8 kw and antenna height from minus 520 ft. to 2,924 ft. above average terrain. Cost of the move would be $125,370, the application stated.

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Historic Interview

FILMED INTERVIEW with two Americans brainwashed by the communists, made in Hong Kong last February by news analyst Dorothy Fuldheim of WEWS (TV) Cleveland, has been accepted by the Library of Congress, Washington. The film, showing two Americans released after 3½ years of brain-washing in Peking Prison, was described by Librarian of Congress L. Quincy Mumford as a "unique documentary showing one of the worst casualties in the war for the minds of men." Adele Rickett, a Fulbright scholar, and Marvin Bersohn, an American doctor, in the interview with Miss Fuldheim, praise communism, speak against the U. S. and "confess" that they were spies.

FTC Initial Decision Cites Kordolin Pill Exaggerations

A Federal Trade Commission hearing examiner issued an initial decision last Wednesday that would prohibit Kordol Corp. of America, New York, from "exaggerating the effectiveness" of Kordolin tablets in the treatment of arthritis and rheumatism.

The examiner, James A. Purcell, who based his findings in part from advertising in newspapers and on radio, found to be false representations that Kordolin is a "new" or "amazing" discovery and that it is seven times more effective than "old fashioned aspirin remedies." He pointed out that the ingredients of Kordolin "have been known for many years" and that the tablets actually contain less salicylamide (pain relieving agent) than an ordinary aspirin tablet.

The examiner's decision may be stayed, appealed or docketed for review by the full commission.

KFAR Gets Extension

FCC last week extended to Oct. 1 the outstanding special service authorization of KFAR Fairbanks, Alaska, to operate on 660 kc, 10 kw unlimited, pending action on an application to continue operating permanently on the same frequency with the same power [B•T, Dec. 6, 1954]. KFAR is licensed for 610 kc, 5 kw unlimited, but since 1943 has been using the frequency and power permitted by the latest SSA. The 660 kc spot is WRCA New York's Class 1-A wavelength.

In 1953, the FCC issued a proposed rule to permit the use of U. S. Class 1-A channels in territories outside the continental limits of the U. S. No final decision has ever been reached.

Wyoming Community Tv Bid

A PERMIT for a new community tv antenna service for Riverton, Wyo., was applied for last week by Pioneer Transmission Corp., Worland, Wyo. The firm asked the FCC for permission to construct an experimental microwave relay station to operate as a common carrier in picking up the signals of ch. 2 KOOK-TV Billings, Mont., and feeding them to the Worland Television Corp., a community tv antenna operator, for reception in Riverton. Total construction costs were set at $13,165. Initially, Pioneer will charge Worland Tv approximately $400 a month.

— PERSONNEL RELATIONS —

NEW FILM STRIKES FEARED ON COAST

Screen Actors victory stirs other Hollywood unions, hopeful of attaining similar gains. IATSE Los Angeles pacts expire Oct. 5, writers' next February.

TELEVISION film packagers, having settled their residual pay differences with Screen Actors Guild—admittedly a victory for SAG [B•T, Aug. 22]—now face the prospect of similar extra-money demands by other labor groups.

For west coast producers, International Alliance of Theatrical & Stage Employes, representing some 27 local unions in the Hollywood area, plus Writers Guild of America West, are reported hopeful of new gains in view of the SAG contract signed a fortnight ago after a 12-day nationwide strike against producers of tv entertainment films.

IATSE's Los Angeles area contracts expire Oct. 5. The organization includes various locals comprising carpenters, electricians, cameramen, film editors and technicians and a score of other "back lot" workers whose technical skills are necessary to production of any kind of film in movieland.

IATSE is negotiating with major theatre film producers and late last week it was unofficially reported that a contract had been signed. By custom, the pact next will be presented to the Alliance of Television Film Producers, representing the tv packagers. In view of the trend of labor to demand—and receive—extra pay-

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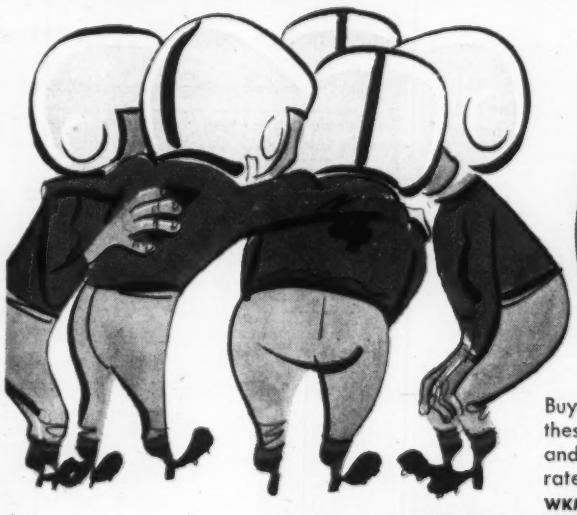

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ments when films are used over again after the initial showing, it is speculated that IATSE will ask for residual payments in addition to a higher initial minimum scale and better working conditions. Heretofore, IATSE has not shared in residuals.

The Writers Guild contract with tv film producers expires next February, it was reported, and negotiations should begin later this fall after Guild talks with the majors are concluded. The latter should begin next month at present estimate.

Under the present contract, Writers Guild members receive 150% additional payment from tv packagers for the second through fifth re-run of a film, but they do not get any payment for the first re-run. The first re-run payment was the principle on which SAG struck and won. It is believed WGAW also will fight for first re-run money, plus other new benefits.

John L. Dales, national executive secretary of SAG, announced the guild has mailed ballots to 10,000 members in a referendum for ratification of its new contract with the producers of television entertainment films.

A letter from the guild's negotiating committee and board of directors, recommending approval of the contract, accompanied the ballots. Votes must be cast by Sept. 12. A Hollywood membershsip meeting of the guild on Aug. 16 voted 735 to 307 to call off the 12-day strike and approve the contract.

The New York Council of SAG by unanimous vote approved the guild's new contract last week, according to a telegram received by the guild's Hollywood headquarters Wednesday from Harold M. Hoffman, executive secretary of the organization's New York branch. The guild has approximately 2,000 members in New York.

Something you should know about TV in Washington, D.C.

Without changing its current rates, WMAL-TV will boost its power to 252,000 watts this Fall and spark the new ABC-TV programs with the greatest promotion campaign ever conducted by a Washington TV station!

Ask Katz about prime adjacencies for the Fall . . . *at current rates on*

SUPERPOWER

WMAL - TV
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FUND FOR THE REPUBLIC CONTINUES TO EXPAND ACTIVITIES IN RADIO-TV

Ford Foundation-endowed activity plans Herblock tv film series, announces winners of script competition. Report also shows status of other studies involving mass media.

THE FUND for the Republic Inc., a non-profit corporation supported by Ford millions, not only is "studying" certain aspects of the radio-tv field but is planning still other studies and additional use of the media.

Already, some three quarters of a million dollars have been funneled into current or proposed activities connected in some way with the radio-tv field. Here is a summary of plans, for the future or already underway, some of them heretofore undisclosed:

• A $100,000 study of "blacklisting" in the motion picture, radio and tv industries. This study, authorized last September, had used all of its funds except $32,215 as of last May. A report by its director, John Cogley (formerly executive editor of *Commonweal,* and his principal assistant, Michael Harrington, is slated for publication early next year.

• An authorization last May of $25,000 for a "commission" to explore the possibility of a "continuing agency to appraise the performance of the media of mass communication." A meeting of this group will be held next month.

• A tv film series featuring Herbert L. Block, editorial cartoonist of the *Washington Post and Times-Herald* and twice-winner of the Pulitizer Prize. Details of the project, for which $200,000 has been appropriated, were announced last week.

• Also announced last week were winners of a contest for outstanding original drama and documentary scripts on civil liberties themes. By last May, all but $6,070 of a $75,000 allocation for this project had been expended. Also last May, the Fund authorized $65,000 for awards to be presented for outstanding dramatic and documentary tv shows already on the air, and last September allocated $200,000 for the production of pilot tv films and for participation in tv programs "of interest to the Fund." All but $81,169 of the $200,000 thus appropriated had been spent last May.

Funds Authorized

The Fund for the Republic's grants authorized, as of last May, include $5,000 to the American Friends Service Committee "for assistance to radio tape programs on civil liberties topics"; $40,000 to Columbia U. for activities including radio programs and $35,000 to the National Citizens Commission for the Public Schools for a radio series on "problems confronting public schools."

The $85,000 in grants, combined with the monies allocated for projects, brings the broadcast media-connected funds to a total of $745,000. Of the $665,000 authorized for these projects, the Fund had spent $193,586 as of May, leaving a balance of $471,414 unexpended.

The Fund for the Republic Inc., created by a $1 million grant of the Ford Foundation in October 1951 and made quite solvent with another $14 million of Ford monies about 16 months later, has as its objective the advancement of the understanding of civil liberties. As of last May, the non-profit corporation, which is independent of the Ford Foundation although financed by it, had assests of nearly $13 million.

Paul G. Hoffman, board chairman of the Studebaker-Packard Corp., is its chairman and Robert M. Hutchins is its president. Mr. Hutchins, formerly chancellor of the U. of Chicago, succeeded Sen. Clifford P. Case (R-N. J.) who in April 1954 resigned to run for the U. S. Senate.

In the May report of the Fund, Mr. Hutchins noted that the "citizen should know what his rights are and what is happening to them. This is the reason why the Fund has used all the media of communication—radio, television, newspapers, magazines, records and books—to arouse an interest in civil liberties and to encourage debate about them." Mr. Hutchins said that the Fund's board of directors "believes that the rights of Americans should not be compromised or lost through neglect or confusion."

In summarizing its activities, the report noted that among them has been the making available to educational institutions and public affairs groups an expanded version of the tv film of Edward R. Murrow's interview with J. Robert Oppenheimer. The interview was first seen on Mr. Murrow's *See It Now* show on CBS-TV.

Tv Experiment

The report said the Fund also has used tv experimentally on the Pacific Coast where brief films of events in the "current history of freedom" have been supplied to tv newscasters "who appear to welcome them." The Fund said the venture has been so successful that it plans to extend this use of film to other parts of the country.

The Fund last week said it has selected Information Productions Inc., a New York tv film producer, to produce a series of 26 15-minute tv films entitled *Herblock's Week.* Cartoonist Block is known professionally as Herblock.

The tv series, the first commissioned by the Fund, will feature Mr. Block in a discussion of current events. It will be filmed in Washington, D. C., either at Mr. Block's home or at a studio, starting next month. First release of the initial films—the program later will be filmed on a weekly basis—is set for October. Reggie Schuebel, New York representative of agencies, will handle distribution to stations. The series can be sponsored locally.

Information Productions, headed by Alfred

"KRIZ Phoenix says you have everything—please, sir, may I have a wolf-trap?"

Butterfield and Thomas H. Wolf, has announced that Joseph Wershba, formerly of the CBS-TV *See It Now* staff, will direct the filming.

The exploration of what, if any, need there is of an agency to "appraise the performance" of mass communication media, is one of the Fund's newest projects, authorized only last May. First report on this proposed commission is expected about the middle of next month.

Mr. Hoffman last Tuesday at a ceremony and party held at the Waldorf-Astoria in New York said that at the outset the Fund had planned to use a good amount of its $15 million to figure out ways to use this money effectively on television. Mr. Hoffman spoke at an awards presentation in the tv script contest held by the Fund. He said the contest and other projects—such as the Herblock show—were part of this overall program.

Suitable for Tv Production

Mr. Hoffman said the Fund was "confident that the television industry will find many, if not all, of the winning scripts eminently suitable for production." He said the Fund would make efforts to obtain the production of as many as possible of the winning scripts.

Prizes totaling $29,000 were presented in two categories: Hour-long dramas and half-hour documentaries. Some 650 entries were received. First prize of $5,000 for the best documentary went to Burton and James Benjamin, two brothers, for their play, *Pepito,* dealing with the adjustment of a Puerto Rican youth during his first few days in New York. Mrs. Lillian Schoen Andrews won $5,000 for the best of the drama scripts. Her tv play, *The Conspirators,* is based on the last days of Elijah Lovejoy, abolitionist editor in Illinois who was murdered for insisting on the right of a newspaper editor to print "unpopular" ideas. Jo Sinclair won second prize, $2,500, in the drama class for her *We Can't Be the First* script dealing with prejudice against negroes in the matter of housing. All four authors are professional writers. Mrs. Andrews was a radio writer for ABC for many years. She is married to Martin Andrews, an ABC Radio director.

Among the judges were news commentators Elmer Davis (ABC) and Eric Sevareid (CBS).

Milton Krents, former NBC producer and now handling radio-tv for Brandt & Brandt, literary agents in New York, was retained by the Fund as a consultant to assist in placing on the air the 19 award winning scripts. He will survey both commercial and sustaining tv shows in the search for placement of the scripts.

Toronto May Get TNT Bout

THEATRE Network Television reported last week that a closed-circuit program of a heavyweight championship bout may go international for the first time in history if Loew's Uptown in Toronto gains government permission to carry TNT's telecast of the Marciano-Moore bout on Sept. 20. Nathan L. Halpern, president of TNT, said advance sale of tickets for the closed-circuit telecast "is heavier than for any fight in TNT's history." He added that prospects of a million dollar tv gate looms bright, with the number of theatre bookings "rapidly approaching the 100 mark."

Religious Show Available

A WEEKLY religious program, *The Hour of the Crucified,* on 151 radio stations, is now available for requesting stations. The program is tape recorded at the Passionist Monastery in Springfield, Mass., under the direction of Rev. Fidelis Rice.

Land-Line 'Stations' To Get NBC-TV Kines

KINESCOPES of regular NBC-TV programs, as well as filmed programs, will be supplied to the closed-circuit tv system of "stations" planned by Trans-Community Television Network Inc. of Beverly Hills, Calif., NBC-TV confirmed last week. Details of the circuit that would serve some 15 communities in western states were disclosed to B•T a fortnight ago [AT DEADLINE, Aug. 22].

Under the Trans-Community proposal, "stations" in each town would originate film and local live shows and sell local spots in addition to national accounts. Installations are underway in Douglas, Ariz., and Bishop, Calif.

According to NBC-TV, a one-year contract was signed July 15 with Trans-Community. As yet, the network and Trans-Community have not determined what programs will be supplied but network spokesmen said Trans-Community would be serviced on the same basis as non-interconnected network affiliates. Under that procedure, kinescopes must be shown within a 60-day period. Trans-Community, it was understood, expects to start its programming in the fall with programs shown from two to four weeks after they have been put on kinescope.

Problems of property rights and overlap had to be cleared, it was stated by network spokesmen, who noted this was standard procedure. Another problem—that of union clearance—is being solved by Trans-Community which is obtaining "letters of consent" from labor organizations involved, it was said.

NBC-TV's position, however, was not determined on another request of program origination by the Potomac Valley Television Co., a community tv system in Cumberland, Md. [B•T, Aug. 22]. Potomac plans to run kinescopes of network shows, including commercials, without charge in the five-channel Cumberland system. The wired tv company picks up and relays each of Washington's four tv stations. Adjacencies would be sold to local dealers of program sponsors.

NBC-TV spokesmen indicated that the Cumberland operation differed from that of Trans-Community. The latter, they said, clearly operates out of range of tv signals and into markets where a community tv system could not be operated. Cumberland, on the other hand, is a community tv system that utilizes existing stations' signals. Stations of all four networks are in Washington.

'Ring' Editor Advocates Television Studio Boxing

STUDIO BOXING is here, says Johnny Salak in the current issue of *The Ring,* national magazine dealing with the sport of boxing.

Although there may still be doubt in the minds of some broadcasters and boxing promoters about the future of boxing strictly for tv, with little if any "arena" audience, *The Ring* points out, "If you can't budge the fans out of the living room with anything less than a stick of dynamite, don't fight them—join them.

"Which is just what is happening. Promoters are getting tired of seeing empty seats, by the thousand, costing them money, by the thousand. So why, if you can put the same fight on in

a studio, go to the expense of a huge rental for an arena plus the additional not-so-incidental cost of the hired help that goes with such a promotion? It all boils down to the fact that thirty million persons, give or take a few thousand, will see the bouts either way and it's cheaper if studio-produced."

Mr. Salak, *The Ring's* tv editor, suggests, admittedly with tongue-in-cheek, that all boxing events might be "canned"—filmed in a studio and then edited to fit television's time slots.

Autocue Corp. Reorganizes, J. Elroy McCaw Joins Firm

EXPANSION and reorganization of Autocue Sales & Distribution Corp., New York, visual prompting device service, was announced last week by Larry Merchant, president. In the reorganization, J. Elroy McCaw, president of WINS New York and associated in ownership of other stations, has joined the company on the executive level.

In addition to Mr. McCaw's affiliation with the company, Autocue has ordered more equipment amounting to $250,000, increased its staff and opened offices at 1600 Gower St., Hollywood, with William Gargan Jr. as manager. Mr. Merchant said the firm had quadrupled its overall billings on tv and film during the last six months.

At present, Autocue services shows on ABC-TV, CBS-TV, and NBC-TV and has an exclusive arrangement for all programming on WRCA-TV New York. Autocue also has contracts with 58 advertising agencies and 22 film producers.

Effective September 28, 1955, KMBC-TV joins the nation's most dynamic and fastest-growing television network, the American Broadcasting Company. For programming details, consult your Free & Peters Colonel or:

Don Davis, *First Vice President*
John Schilling, *Vice Pres. & Gen. Mgr.*
George Higgins, *Vice Pres. & Sales Mgr.*
Mori Greiner, *Director of Television*

DUMONT TURNS ITS CORPORATE BACK ON TV NETWORK, LEAVES IT TO DIE

As of mid-September there'll be but one network show left. Still up in the air are approval of the stock spin-off proposal and the job futures of Ted Bergmann and Ted Cott.

THE DuMont Tv Network is being left to peter out

By the middle of next month, it'll be down to one network program—Monday-night boxing, a co-op feature. It dropped from three programs to two last Thursday, when Libby, McNeil & Libby's weekly quarter-hour *All About Baby* folded. The other program currently being networked, H. J. Heinz Co.'s *Studio 57* (Tues., 8:30-9 p.m.), ends about the middle of September.

The weekly boxing co-op is slated to continue "indefinitely." In addition DuMont has set a fall football schedule, but this is on a regional lineup. It embraces about 15 or 16 stations in New York State and New England, and will be presented with Atlantic Refining Co. sponsoring half and the other half being offered on a co-op basis.

No known effort is being made to secure new network programs or network sponsors.

This, of course, is in line with the policy made known by indirection a few weeks ago in connection with the proposed stock spin-off—yet to be voted on by stockholders—under which Allen B. DuMont Labs and its broadcast division would be corporately separated. The announcement of that plan said the new broadcasting corporation would operate the DuMont owned outlets as "local stations"; it made no mention of the DuMont network, and top authorities agreed then that it might be assumed the network would be discontinued if the spin-off plan is approved [B•T, Aug. 15].

Bergmann Continues

Ted Bergmann, managing director of the broadcasting division, which includes the network as well as the owned stations, meanwhile is continuing in that position. His future plans have not been disclosed. Whether he would move into the new set-up, assuming the incorporation plan is approved by the stockholders, has not been indicated.

On the other hand, sources among the Paramount Pictures interests, which represent about 29% of the DuMont Labs stock and which appears to have got an upper hand in policy management of the company, have indicated that a key but otherwise unidentified post in the proposed new DuMont Broadcasting Corp. would go to Ted Cott, now head of the owned-stations operation.

The spin-off announcement said specifically that Dr. Allen B. DuMont, now head of the labs, would become board chairman of the new manufacturing corporation. It has been speculated that Paul Raibourn of Paramount Pictures and also currently secretary of DuMont Labs, might head the new broadcasting company. There also have been strong indications that Paramount is preparing for a major invasion of the tv network and film packaging field [B•T, Aug. 22].

While the DuMont network operation is dwindling away, its new Electronicam live-film camera system is reported making heartening progress. The first Jackie Gleason *Honeymooners* show recorded by the Electronicam system was viewed privately last week end was reported to have won enthusiastic reception.

Electronicam filming of a series of five-minute shows featuring Les Paul and Mary Ford and to be sponsored on a national spot basis by Lambert Pharmacal Co. through Lambert & Feasley is to start this week, and a number of film commercials for other natioanl spot advertisers are being made by the Electronicam process. The Electronicam operation would be a part of the manufacturing corporation's functions under the proposed corporate split-up of manufacturing and broadcasting.

CBS Claims Major News Beat With Algerian Revolt Films

CBS-TV Thursday hailed what it called "some of the most sensational film to come out of terror-ridden Algeria" as a tv film news beat scored by CBS Newsfilm cameraman and correspondent Jacques Alexandre. The 300 feet of news film was shot on Tuesday in the province of Constantine, more than 100 miles east of Algiers, as French soldiers flushed rebels out of hiding places.

Mr. Alexandre, according to CBS-TV, risked his life in shooting the film, which was shown on the network's *Douglas Edwards With the News* program Wednesday (7:30-7:45 p.m. EDT), with portions on a late news show in New York that night. Early the next day, footage was placed on *The Morning Show*.

The film, which earned the cameraman an immediate $250 bonus from the network, depicted French soldiers shooting down rebels and recorded civilian and military personnel who were wounded in the massacre.

CBS-TV said stills of the film were placed on news photo wires by United Press and International News Service and that *Life* and *Coronet* magazines requested stills after a viewing.

Fall Coverage of Sports On Intermountain Network

LYNN MEYER, president of Intermountain Network, announced the sale of all U. of Utah football and basketball games on the network's eight Utah stations. Co-sponsors will be Utah Oil Refining Co. and the First Security Bank system. A 10-minute scoreboard program will follow the game broadcast, sponsored by Fisher Baking Co., Salt Lake City.

Coaches Jack Curtis and Jack Gardner will be featured on a sports program sponsored by Arden Meadowgold Dairies, which will follow the scoreboard. In addition, Burgermeister beer, San Francisco, will sponsor 19 pro-football games on the network's Nevada, Idaho and Montana stations, according to Mr. Meyer.

ELGIN WATCH Co. will sponsor Edward R. Murrow's *Person to Person* on alternate Fridays over CBS-TV beginning Sept. 2. Gordon Howard (r), Elgin advertising manager, confers with Mr. Murrow. *Person to Person* will be used to launch a national advertising campaign by Elgin.

CBS-TV SHOWCASES FALL PROGRAM PLANS

CBS-TV in the 1955-56 season will present an "exciting" list of special programs and continue to show programs of "muscle and merit" that make up the network's "steady weekly backbone," Hubbell Robinson Jr., vice president in charge of programs, said Thursday.

Mr. Robinson introduced newsmen and primary affiliates, via an hour-long closed-circuit telecast at 6 p.m. EDT [B•T, Aug. 22], to a sampling of upcoming shows: *You'll Never Get Rich,* starring Phil Silvers and set for the 8:30-9 p.m. EDT slot Tuesdays, starting Sept. 20; *Joe & Mabel,* starring Larry Blyden and Nita Talbot, also Tuesday and scheduled for 9-9:30 p.m., starting under alternate sponsorship of Carter Products on Sept. 20 and Geritol on Sept. 27, and *Gunsmoke,* slated for three weeks out of four under sponsorship of Liggett & Myers on Saturday, 10-10:30 p.m., starting Sept. 10. The Silvers show will be sponsored on alternate weeks by R. J. Reynolds Tobacco and Amana Society.

Messrs. Silvers and Blyden and Miss Talbot appeared on the telecast, which originated from New York studios. Newsmen in New York were on-stage guests, while affiliates invited newsmen from their communities to attend the stations' pickup of the special showing.

Situation Comedy Not Dead

In acknowledging that the Silvers show and *Joe & Mabel* were "situation comedy," Mr. Robinson said "there is nothing basically wrong with situation comedy. Situation comedy is not dead. Only the bad situation comedies are dead. Only the old cliche approaches to them, the tired and repetitive writing of them are dead—and buried."

Mr. Robinson said that six months ago most in the industry would have written off the giveaway. "And then," he said, "along came the *$64,000 Question.*"

Thus, he said, it is not "what you do but how well you do it." Formula, according to Mr. Robinson "is nothing. Execution is everything."

The CBS-TV schedule is made up of half-hour, full-hour and 90-minute shows "of every category from documentaries to rib-ticklers . . . no one approach dominating," Mr. Robinson said. He also referred to the lineup CBS-TV plans for some of its special programs that will feature such stars as Judy Garland, Noel Coward, Mary Martin, Bing Crosby and Jack Benny. CBS-TV, he noted, plans musicals, a story of rhythm (*The Big Banjo*) and a dramatization of Jim Bishop's book, *The Day Lincoln Was Shot.* He noted that the proposed special *See It Now* series with three of the programs half-hours and two of them 90 minutes in length will permit Edward R. Murrow and Fred Friendly to "probe, analyze and reveal the 20th Century world with a thoroughness and completeness the half-hour series made impossible."

NBC Newsman Slain

ROLAND JOURDAN, 29, part-time NBC news cameraman, was killed Aug. 20 covering the Moroccan riots, the network announced last week. Mr. Jourdan was ambushed and killed on a road about 130 miles from Casablanca by a group of Zainames tribesmen. His camera and film were confiscated by the assailants.

Mr. Jourdan had been retained by NBC News' Rabat correspondent, Yves Ducygne, to help cover the riots. John Peters of the NBC London office, who was present at the time of the attack, reported that Mr. Ducygne had also received a head injury.

Intermountain Adds Eight

INTERMOUNTAIN Network has announced affiliation agreements with eight new stations, bringing the network's number to 57. New affiliates are: KBTK Missoula, Mont.; KRTR Thermopolis, KWOR Worland, KWRL Riverton, KGOS Torrington, KRAL Rawlins and KFBC Cheyenne, all in Wyoming, and KSID Sidney, Neb.

Levine on Red Facilities

IRVING LEVINE, NBC's recently-accredited Moscow correspondent [B•T, Aug. 22], last Wednesday began to deliver regularly scheduled news broadcasts on a six-day-a-week basis using the facilities of Radio Moscow. He is said to be the first foreign correspondent since 1947 to broadcast from Moscow on a regular basis. Mr. Levine has been alloted 15 minutes at 9-9:15 a.m. EDT for his broadcasts. NBC News plans to present some newscasts live and some on tape for later news shows.

Mutual Changes News Format

MUTUAL'S news broadcast schedule moves closer to the news-every-hour formula, starting Labor Day, when two of the five *Kraft-Star Newscast* weekday programs become on-the-hour presentations. The second and fourth Kraft newscasts will be carried in the 11-11:05 a.m. EDT and 2-2:05 a.m. EDT spots, making a total of nine daily newscasts to be presented over Mutual on an on-the-hour basis.

KCMO-TV Affiliates With CBS

AFFILIATION of KCMO-TV Kansas City with CBS-TV effective Sept. 28 was announced last week by Herbert V. Akerberg, network vice president in charge of station relations. KCMO-TV, which operates on ch. 5, is owned and operated by Meredith Engineering Co. General manager is E. K. Hartenbower.

MOST ADVANCED REMOTE CONTROL EVER DESIGNED

GET THE FACTS, WRITE US TODAY

Interested in cutting operational costs? Rust's two new remote control systems can save your radio station thousands of dollars each year! New custom-engineered designs, for both directional and non directional transmitters, offer dependability and performance never before achieved. Why not investigate the possibilities for your station?

RUST industrial co., inc.
130 SILVER STREET
MANCHESTER, N.H.

24 FUNCTION SYSTEM
Recommended for use in directional and multi-transmitter installations where up to 24 control and metering functions are required.

10 FUNCTION SYSTEM
Recommended for use in non-directional installations where no more than 10 control and metering functions are required.

Dunning Moves to CBS, Heads Network Programs

APPOINTMENT of Harlan J. Dunning as network program supervisor for CBS Radio, effective immediately, was announced last week by Howard G. Barnes, CBS Radio vice president in charge of network programs.

MR. DUNNING

In his new post, Mr. Dunning succeeds Norman Frank, who left CBS Radio to join the NBC-TV program production staff. Most recently Mr. Dunning had been associated with BBDO for more than six years. He was producer-director of *Your Hit Parade,* and continued to handle the radio advertising operations of Lucky Strike cigarettes, after the series went off the air.

Cooperman to NBC-TV Sales

APPOINTMENT of Alvin Cooperman as manager of program sales for NBC-TV was announced last week by Michael Dann, director of program sales. Mr. Cooperman, who joined the network in 1951 as unit manager of *The Milton Berle Show,* produced the network's *Color Caravan* in 1953 under the supervision of Barry Wood, director of special events for NBC. He also was associate producer of the network's *Wide Wide World.* Before his NBC association, Mr. Cooperman was with Shubert Enterprises as assistant to the chief booking agent.

Don McNeill Plans Tv Return

DON McNEIL, m.c. of ABC radio's *Breakfast Club,* would return to television on a limited scale for a series of special programs under plans being mapped by his Don McNeil Enterprises last week.

Plans call for Mr. McNeill to appear in four or six 60-minute presentations using the theme of selected holidays during the year, though format has not been determined. Programs would be packaged and produced by McNeill Enterprises, and offered to interested sponsors or networks.

Correction

KFJZ-TV Fort Worth, Tex., which plans to commence telecasting Sept. 11, was incorrectly described in a picture caption [B•T, Aug. 22] as a CBS-TV affiliate. The new ch. 11 outlet will be affiliated with DuMont Television Network.

WITN (TV) Joins NBC

AFFILIATION of WITN (TV) Washington, N. C. (ch. 7), with NBC-TV, effective Sept. 26, was announced jointly last week by Harry Bannister, NBC vice president in charge of station relations, and William Roberson Jr., general manager of WITN. The station is owned by the North Carolina Television Inc. WITN replaces WNCT (TV) Greenville, N. C., as NBC-TV affiliate in that area. WNCT currently is affiliated with CBS-TV.

'Matinee' Premiere Oct. 31

NBC-TV's *Matinee Theatre,* daily hour-long drama series in color, will premiere coast-to-coast from Hollywood Oct. 31 instead of previous, tentative Oct. 3 date. World Series, Milton Berle color show and Daylight Savings Time problems in East required change. Color production executives have been moved to the west coast from New York to handle the show.

NBC-TV Signs Max Siegal

SIGNING of Max Siegal, writer-producer, as producer of the *Colgate Variety Hour* on NBC-TV has been announced by the network. For the past five years, Mr. Siegal has been associated with Max Liebman as a writer and associate producer of *Show of Shows* and spectaculars on NBC-TV. The first Colgate show he will produce will be broadcast Aug. 28.

NETWORK PEOPLE

Ira Ashley, radio producer-director, CBS Radio, appointed staff producer-director.

Russell Thorson, who portrayed, "Paul Barbour" character, NBC-TV *One Man's Family,* is replacing retiring Michael Raffetto, Barbour player in NBC Radio version.

Paul Levitan, production manager, public affairs dept., CBS, served as assistant to public relations director at Eighth World Boy Scout Jamboree Aug. 18-28 at Niagara-on-the-Lake, Canada.

Dayton's TOP Hooper-Rated Station

WONE

RONALD B. WOODYARD, PRESIDENT AND GENERAL MANAGER

One of the Nation's Great Independent Stations

980 KC • 5,000 WATTS

PHONE HEADLEY REED CO.

DAYTON, O.

"THE CITY BEAUTIFUL"

Telerad Inc. Appoints Dennis Sales Director

WALTER L. DENNIS, general manager of WJNO West Palm Beach, Fla., has been appointed director of sales for Telerad Inc., radio-tv management firm of Pueblo, Colo., according to Ray J. Williams, Telerad president.

MR. DENNIS

Mr. Dennis is well known in the industry for his work on the Joske Retail Radio study and in the organization of the Radio Advertising Bureau and the Television Bureau of Advertising. Before his West Palm Beach association, Mr. Dennis was with WILS-AM-TV (now WTOM-TV) Lansing, Mich.

Public Relations Co. Formed

A NEW public relations company has been formed in Hollywood by Fred W. Kline, former president of Walter E. Kline & Assoc., and Len Simpson, to be known as Kline-Simpson & Assoc. The new partnership will handle both commercial and entertainment accounts.

PROFESSIONAL SERVICE SHORTS

Bruce Compton, former national sales manager, KATV (TV) Little Rock, Ark., will publish new weekly magazine, *Tv Week in Arkansas,* startng about mid-September. Similar to other such publications, magazine will list program notes, schedules and highlights of Little Rock stations and will carry features on local performers and behind-scenes incidents at stations.

Academy of Tv Arts & Sciences has appointed Ettinger Co. (public relations), Hollywood.

David J. Jacobson & Co. (public relations), N. Y., has moved to 18 W. 55th St.; telephone Plaza 7-7680.

Bosh Stack Assoc., N. Y., retained as public relations counsel for Development Products Corp., West Orange, N. J. Radio-tv planned.

PROFESSIONAL SERVICE PEOPLE

Frank M. Boucher, manager, Washington-Baltimore and Virginia-North Carolina *Tv Guide* editions, appointed eastern advertising manager, headquartering in N. Y., effective Oct. 1; **James H. Clarke,** formerly with WKY-TV Oklahoma City, named Oklahoma edition manager; **James B. Delehanty Jr.,** advertising staff, Boston edition, named Georgia edition manager; **Michael S. Poremski,** Cleveland edition, appointed Georgia editor; **Thomas B. Westing,** with Triangle Publications, *Guide* publishers, named Gulf Coast manager; **Barbara E. Mnookin,** Kansas City edition, appointed Gulf Coast editor. Latter three editions are new in September and October.

Jack Pitman, formerly with NBC Central Div., Chicago, to Herbert M. Kraus & Co. (public relations), Chicago, as copy chief and account executive.

Charles Levy, owner of N. Y. motion picture and tv public relations firm, retained as special consultant to direct all advertising, publicity and sales promotion actitvities for Cinema-Vue Corp. (tv film distributors), N. Y.

Electronic Firm Develops Tiny Silicon Rectifier

SILICON power rectifiers have been developed by Automatic Manufacturing Corp., subsidiary of General Instrument Corp., according to Monte Cohen, General Instrument president.

The tiny rectifiers, designed for use in equipment where miniaturization and high temperature reliability are vital, can do the power-conversion job of vacuum tubes 590 times their size, and will operate under shock and temperature stresses that would shatter vacuum tubes and render selenium and germanium rectifiers inoperative, according to the company. They take up only 3/100 cubic inch of space and weigh 7/100 of an ounce and will operate at temperatures as high as 200 degrees centigrade. They are available in six voltage ranges.

Automatic Manufacturing, and its parent General Instrument, produces radio, tv and electronic components for industrial, commercial and military uses. Responsible for planning and execution of the new semi-conductor program are Maurice Friedman, Paul S. Heflin and Dr. Robert W. Hall.

Zenith Promotes Owen, Announces Dividends

ELECTION of Norman C. Owen as vice president in charge of distribution of Zenith Radio Corp. and declaration of a 75-cents-per-share dividend payable Sept. 30, were announced by the electronics manufacturer last Monday.

Mr. Owen was appointed Zenith distribution manager late last July after resigning as president of Webster-Chicago Corp. [B•T, Aug. 1]. Mr. Owen had been active in sales and sales management 10 years. Payment of the dividend was announced by E. F. McDonald Jr., Zenith president, to shareholders of record Sept. 9.

Dresser-Ideco Promotes Mann

FREEMAN MANN has been appointed to the newly created position of chief engineer of the Dresser - Ideco Co. Prior to joining Dresser-Ideco a year ago, Mr. Mann was a sales engineer for International Research & Development Corp. of Columbus, Ohio. Mr. Mann will be in charge of production engineering for all the company's products, which include radio and tv towers, aircraft hangers, industrial buildings, substations and radar towers. Mr. Mann will headquarter at the company's Columbus plant.

MR. MANN

Raytheon Sales Increase

NET SALES of $182 million were reported for the year ending May 31 by Raytheon Mfg. Co., Waltham, Mass. This compares to $177 million for the same period a year ago. The report showed an increase in commercial sales, especially in receiving and special purpose tubes, transistors, picture tubes and other components. Sales of tv sets were higher in both units and dollar value.

EDWARD BREEN, president, KVFD Ft. Dodge, Iowa, signs an order for the Northwest Broadcasting Co. station to purchase a new Gates BC-250L transmitter, while Stanley Whitman, Gates sales engineer, watches.

DuMont Develops Oscillograph

NEW cathode-ray oscillograph, particularly well suited to field or laboratory testing and servicing of many types of electronic computers, was announced last week by the technical products division of Allen B. DuMont Labs. The instrument, designated type 331, weighs 19 pounds and reportedly offers many advantages for field or laboratory testing of television broadcasting and receiving equipment, for testing microwave equipment and for a wide variety of other field and laboratory test purposes.

Tv Telephone Demonstrated

MARRIAGE of the telephone to television was announced Wednesday in San Francisco where Bell Telephone Labs and Kay Labs of San Diego, Calif., gave a demonstration of the new device.

Called the Videophone, the device has a 10-inch viewing screen and both the caller and the listener can see each other. The unit is composed of a conventional dial telephone plus small size tv camras and screens. Its initial application will be in industry, Bell said.

MANUFACTURING PEOPLE

John F. Frazier, assistant manager, tv dept., research and development div., Corning Glass Works, Corning, N. Y., named dept. manager, succeeding **Dr. John L. Sheldon,** who has been named staff research manager, electrical products div.

William H. Eutzy, assistant to div. manager, radio-tv div., Westinghouse Electric Corp., Pittsburgh, promoted to newly created post, div. sales administration manager; **Gordon L. Jolly,** field service representative, Westinghouse, Metuchen, N. J., promoted to product information manager.

James A. Frye appointed radio-tv merchandise manager, Stromberg-Carlson, Rochester, N. Y.

Jeff D. Montgomery, former sales engineer, Andrew Corp. (antennas, antenna systems, transmission lines), Chicago, named west coast engineering manager, Andrew California Corp., Claremont, Calif.

Roger Mackay, Edward Keesler and **W. J. Monroe** appointed manager, newly created Atlanta, Baltimore and Kansas City sales and service districts, respectively, equipment marketing div., Raytheon Mfg. Co., Waltham, Mass.; **Joseph C. Profita, Emile J. Rome** and **Howard H. Ganson Jr.** appointed Chicago, New Orleans and Sattle managers, respectively.

S. Prall Culviner, formerly with Edison Electric Institute, N. Y., to public relations dept., Sylvania Electric Products Inc., N. Y., as project manager.

Lloyd E. Swedlund, cathode ray tube engineering section, General Electric Co., Syracuse, N. Y., appointed monochrome tube product engineering manager, cathode ray tube sub-dept.

MANUFACTURING SHORTS

Pilot Radio Corp. (hi-fi tuners, amplifiers, phonographs), Long Island City, N. Y., has appointed Howard C. Elliott Co., Cleveland, as sales representative for Ohio, west Pa. and W. Va.

Telex Inc., St. Paul, Minn., is marketing new device, "Tv Listener," to be attached to audio system of tv sets to permit listening by one person without disturbing others. Device consists of control unit with volume controls and on-off switch, connected to set's output circuit by 15-ft. cord, two jacks and Telex Earset receiver which plugs into jacks.

L. B. Wilson INCORPORATED
WCKY
CINCINNATI O.
* Pulse C.P.A. Dec. 1954

*81.4% of radio homes in the Cincinnati area listen each week to WCKY

High Penetration & Low Rates puts your advertising message into the greatest number of Cincinnati homes at the LOWEST POSSIBLE COST

NYU Experimenting With Tv Instruction

IN ORDER to determine whether television can be used to improve the educational process, New York U. will experiment with the teaching of college composition and English literature by means of closed-circuit tv, starting next month.

The experimental program, made possible by a grant of $52,359 from The Ford Foundation's Fund for the Advancement of Education, will be conducted at NYU's Washington Square College of Arts & Science under the direction of Dean Thomas C. Pollock and Prof. Oscar Cargill, chairman of the English department. Some 500 students and more than 40 members of the faculty will participate in the experiment.

College composition and English literature courses at NYU meet for one-hour periods three times a week. During the experiment, two class hours will be devoted to the television lecture-demonstrations and one tutorial hour to instruction in discussion groups of not more than 15 students each. Senior faculty members will give the lecture-demonstrations in a television studio now being constructed at NYU's Washington Square center. Students will see the lectures in eight classrooms. Each classroom will accommodate 25 to 45 students and will contain one or two 24-inch receiving centers.

Commenting on the project, Dean Pollock said that "Television has the extraordinary power of bringing the viewer into a close personal relationship with the performer."

He said: "In our experiment, we hope to utilize this power for educational purposes by bringing the best teachers closer to the students than they are in a lecture hall. We are combining instruction through closed-circuit television with instruction in small discussion groups during tutorial hours. In this way, we hope to personalize education further than the usual classroom procedure permits."

BMI

CONCERT MUSIC

Typical of BMI "service" is the complete kit of "Concert Music" material used by broadcasters daily . . . scripts and data which help solve many music programming needs.

Included in BMI's *Concert Music Service* are:

CONCERT PIN-UP SHEET—A monthly listing of new recordings, contemporary and standard.

YOUR CONCERT HALL—A series of half-hour scripts for use with phonograph records.

TODAY IN MUSIC—Dates and facts about the important music events of the month.

BMI-licensed stations—AM, FM, and TV—can be depended upon for complete service in music.

BROADCAST MUSIC, INC.
589 FIFTH AVE., NEW YORK 17, N.Y.
NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

NYU Adds Three Courses To Radio-Tv Curriculum

EIGHTEEN evening courses in the fields of radio and television will be offered during the fall semester at New York U.'s division of general education, according to Dean Paul A. McGhee.

Three of the courses, radio and television commercials, designing for television and play evaluation roundtable, are being offered for the first time.

Broadcasting-Educ. Group Slates First Board Meeting

FIRST board meeting of the Assn. for Professional Broadcasting Education, joint university-broadcasting industry group promoting college training courses, will be held in October. Membership of the board was announced by NARTB President Harold E. Fellows.

APBE was set up last May during the NARTB convention to replace University Assn. for Professional Radio Education. Active membership includes NARTB and accredited colleges and schools with regularly established comprehensive courses in professional radio-tv training. Associates are other accredited colleges and universities with radio-tv instruction. Coordinator of APBE activities is Frederick H. Garrigus, manager of NARTB organizational services.

Named to the APBE board for three-year terms were Herbert L. Krueger, WTAG Worcester, Mass.; Robert J. McAndrews, KBIG Avalon, Calif.; Prof. Leo Martin, Boston U.; Kenneth Harwood, U. of Southern California. Two-year terms: Rex Howell, KFXJ Grand Junction, Colo.; Lester W. Lindow, WFDF Flint, Mich.; Robert Crawford, Michigan State U.; Russell Porter, U. of Denver. One-year terms: Lee Ruwitch, WTVJ (TV) Miami; Dr. Sydney Head, U. of Miami.

Tv's Cultural Impact

A STUDY of the impact of television on the cultural life of America, with particular reference to educational tv, is underway under the direction of Dr. William Yandell Elliott, professor of government, Harvard U. Associated with Dr. Elliott in the undertaking, made possible by a grant from the Old Dominion Foundation (Paul Mellon), are Dr. Herold Hunt, Harvard U.; Dr. Leon Martin, Boston U.; Dr. Keith Tyler, Ohio State U.; David Stewart, Joint Committee on Educational Tv, Robert B. Glynn, Harvard U., and Lawrence Laurent, radio-tv critic, *Washington* (D. C.) *Post* & *Times-Herald*. Dr. Elliott hopes that the book will be published sometime next year.

KETA-TV Construction Starts

GOV. RAYMOND GARY officiated at the ground breaking ceremony for KETA-TV Oklahoma City, educational station to operate on ch. 13. KETA-TV will share the 1,572-foot tower of KWTV (TV) there and hopes to go on the air shortly after the first of the year, with auxiliary studios at Norman and Stillwater, homes of the two state universities.

Educational WTTW (TV) Sets Limited Schedule

TEST PROGRAMMING will be launched by WTTW (TV) Chicago, non-commercial, educational station, on a two-day-per-week schedule starting Sept. 19 and continue on that basis until late fall, it was announced Wednesday by Dr. John W. Taylor, executive director.

Much of the initial two days of programming will be supplied by the Educational Tv & Radio Center in Ann Arbor, Mich. Aside from the kinescopes of these programs, also seen on other educational tv outlets, WTTW will include live programs and films.

The limited schedule calls for six hours (4-10 p.m.) every Monday and Friday from the Chicago Board of Education studio in the Bankers Bldg. at 105 W. Adams St. This fall, when permanent studios are completed in the Museum of Science & Industry, programming will be extended from 12 to 30 hours a week.

Missouri U. Clinic Adds 3

ADDITION of three consultants to the roster which will conduct the National Tv Clinic to be held Sept. 2-4 at the U. of Missouri [B•T, Aug. 15], has been announced by clinic management. They are G. Herbert True, specialist in creativity from Notre Dame U. and author of two tv handbooks and a tv dictionary; Gerhart Wiebe, research psychologist for CBS, and Elihu Katz, sociologist, of the U. of Chicago. Agricultural tv personnel from more than 30 states, Canada and Puerto Rico will attend the clinic.

Three to Address NAEB

LUNCHEON speakers for the annual convention of the National Assn. of Educational Broadcasters, scheduled Oct. 23-29 at the Del Prado Hotel, Chicago, were announced last week. They are Dr. John W. Taylor, executive director of the Chicago Educational Tv Assn.; Benjamin C. Willis, Chicago's superintendent of schools, and Dr. Frances Horwich, "Miss Frances" of NBC-TV's *Ding Dong School*. Dr. Taylor, Mr. Willis and Dr. Horwich will address the NAEB Oct. 27, 28 and 29, respectively.

EDUCATION PEOPLE

Thomas Aldredge, formerly with WGN-TV Chicago; **Joseph Bishop,** tv and film production specialist; **Theodore Gershuny,** active in dramatic presentations, and **Thomas K. Hull Jr.,** formerly ABC stage manager and *Breakfast Club* associate tv director, to WTTW (TV) Chicago, forthcoming educational station, as producer-directors; **Robert A. Kostka,** freelance designer, to WTTW as art supervisor.

Dr. Clarence Ablow to radio systems lab, Stanford Research Institute, Stanford, Calif., as senior research mathematician.

BIG THINGS . . .
PLATTSBURG, N.Y.
WEAV
Ask GILL-PERNA Inc.

INTERNATIONAL

RCA to Demonstrate Tv In Asia, Middle East

FIRST major demonstrations of television ever planned for Southeast Asia and the Middle East will be undertaken by RCA during the next five months, Frank M. Folsom, president of RCA, announced last week. The project has been launched under the auspices of the U. S. Dept. of Commerce. It is the feature of three international trade fairs which are being held Aug. 18 through Dec. 15 at Jakarta, Indonesia; Karachi, Pakistan, and New Delhi, India.

Approximately 12 million Asians will see tv for the first time during the expositions, Mr. Folsom said. The demonstrations will be held in specially designed and constructed pavilions, styled in a functional and ultra-modern manner, he said.

A selection of American products and skills will be shown in addition to the displays of live and filmed tv programs which will occupy a large percentage of the space in the American pavillions. Some 35 tons of equipment valued at approximately $500,000 will be set up and operated by a team of 15 RCA engineers and technicians who will work on the demonstrations. About six hours of tv programs will be shown each day to the American sections of the expositions. In addition to a large theatre-screen projection unit at each of the fairs, viewing will be possible on a lineup of 21-inch RCA Victor television receivers located for viewing by thousands of persons every day, Mr. Folsom said.

INTERNATIONAL PEOPLE

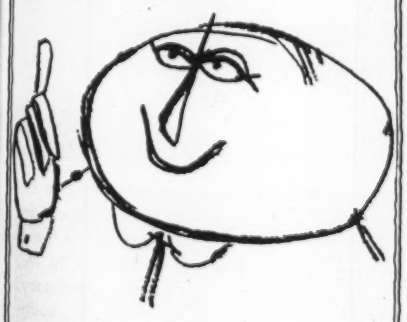
Gordon MacDougall, chief engineer, CJFX Antigonish, N. S., appointed managing director, succeeding **Clyde Nunn,** who has become minister of labor and welfare in Nova Scotia provincial government.

E. C. Barrett, Ontario sales manager, Addison Ltd. (CBS radio-tv receivers), Toronto, named national sales manager.

Martin Maxwell, president, Associated Broadcasting Ltd., Toronto, and Daphne Cohen were married Aug. 14.

Ian G. Murray, 25, cameraman, Canadian Broadcasting Corp., Toronto, died Aug. 21 following 20-ft. fall from skylift machine while preparing to take tv film at World Boy Scout Jamboree at Niagara-on-the-Lake, Ont.

Have you reserved your space in B•T's Sept. 19 Radio Resurgence Issue?



Final deadline Sept. 9
Publication Date Sept. 19

PROGRAMS & PROMOTION

'KING FOR A DAY'

NELSON KING, disc jockey of WCKY Cincinnati, was made "King for a Day" Aug. 10 to honor his 10th anniversary with the station. The outlet feted him and his family to a luncheon at the Sheraton Gibson Hotel there after having treated them to a suite the night before. A remote broadcast was staged from the luncheon, attended by Mayor Carl Rich and radio editors. Station breaks announced that "Today—all day—is Nelson King Day" and previous promotion was supplied the milestone with tape recordings cut by the King family. A mammouth birthday cake ornamented with a figure of Mr. King was put on display in the hotel's lobby. Among other tributes, Mr. King, who is president of the Country Music Disc Jockey Assn., was cited in a resolution of Cincinnati's city council and was made an honorary Kentucky colonel.

JEFF KING, 7, uses a man-sized saw to cut the 10-year anniversary cake for his dad, WCKY disc m.c. Nelson King, who awaits the first piece.

HELPING SONG WRITERS

TO LEND a helping hand to Cleveland's song writers, WSRS there is starting a new program featuring the tunes of local writers. *Tune Quest* will be heard nightly from midnight to 1 a.m. and will be conducted by pianist Sammy Berk and Nate Kliot, head of a local recording firm, Triple A Productions. Local song writers send the station their unpublished tunes which are aired and tested for public acceptance.

RECORD RESPONSE

ANSWERPHONE Co., Miami, has reported to WGBS-TV there that the greatest response in its history was registered following one announcement over the station. Clearview Awning Co., that city, offered a free hurricane map to those calling Answerphone's number and requesting it. The service received 965 calls following the announcement. An official of Answerphone wrote the station, "It is our feeling that a new local record in telephone replies was set by Clearview Awning's advertisement emanating from WGBS-TV."

WNYC AIRS GREAT PLAYS

FIFTH annual Great Plays Festival at WNYC New York will be presented this week through Sept. 3, the station has announced. A different full-length drama classic is being presented every evening. Plays selected for this season are "Alcestis," "The Rivals," "Taming of the Shrew," "An Ideal Husband," "Everyman," "Edward II," "George Bernard Shaw—an Irish Portrait," a special documentary, and "Volpone." The series is being presented in cooperation with the British Broadcasting Co.

'TODAY' AT POWERAMA

NBC-TV will originate Dave Garroway's early morning *Today* from the General Motors' Powerama exhibit on the opening day, this Wednesday. The 7-9 a.m. EDT program will be telecast from the Chicago lakefront site that day only. Two four-camera mobile units will be used. Features to be covered include a submarine, operating crane, Army tanks, earth movers and oil drilling rigs exhibits. The program also will draw from the stage show produced for Powerama by Richard and Edith Barstow.

RIVER POLLUTION SERIES

WRC-TV Washington is presenting for the second year *Our Beautiful Potomac,* the facts on pollution in the Potomac River, using film and guest experts to show the continuing health menace of the river. In a series of four one-half hour shows, the station will pinpoint some specific causes of the pollution. WRC-TV was presented the Sylvania Award last year for "outstanding public service by a local television station" in producing the program.

$16 BILLION GIVEAWAY

QUARTER of a million fake checks for $64,000 each were passed out a couple of weeks ago by *Tv Guide* in a promotion of CBS-TV's program *$64,000 Question.* On the back of the check is an advertisement of a *Tv Guide* issue with Hal March, *$64,000* m.c., featured on the cover. The magazine believes the promotion to be the greatest "cash giveaway" in all history, totaling "$16 billion."

AIMS MEMBERSHIP by Invitation Only!

Always the Best Independent in the Market!

Boston	WCOP	New Orleans	WTIX
Cleveland	WDOK	New York	WINS
Dallas	KLIF	Omaha	KOWH
Denver	KMYR	Portland, Ore.	KXL
Des Moines	KCBC	San Antonio	KITE
Evanston, Ill.	WNMP	San Francisco	KYA
Evansville, Ind.	WIKY	Seattle	KOL
Houston	KNUZ	Springfield, Mass.	WTXL
Indianapolis	WXLW	Stockton, Cal.	KSTN
Jackson, Miss.	WJXN	Syracuse	WOLF
Kansas City	WHB	Tulsa	KFMJ
Huntington, L.I.	WGSM	Wichita, Kan.	KWBB
Louisville	WKYW	Worcester, Mass.	WNEB
Milwaukee	WMIL		

Canada
Calgary, Alberta, Canada — CKXL
New Westminister, B.C. — CKNW

Only one in each market

AIMS

Membership by invitation only

RADIO GROUP

INSPECTING the new billboard of KVOO-TV Tulsa, Okla., in 102° heat are staffers (l to r) Ruth Bridges, Marilyn Rankin and Sidney Cummings. The red and yellow sign, atop the Akdar Temple building, is 51 ft. long, 16 ft. high at the circle and 85 to 90 ft. above ground. It is the largest ever constructed by Schelleppy Adv. and is the highest painted bulletin in Tulsa, the station claims. KVOO-TV is broadcasting from temporary studios in the Akdar Temple until its permanent building is completed.

SHELDON AIRS FROM ROOF

PLANS were announced last week by WRCA-TV New York to originate Herb Sheldon's *One Is for Sheldon* from the roof of the station's studio building in mid-Manhattan. The rooftop origination is set to begin in five weeks and will continue, a spokesman said, no matter what the weather is, with Mr. Sheldon and his cameramen to be attired in costumes varying from a duck hunter's ensemble to an Eskimo parka. He added the "sky-high" origination will give the program "greater flexibility" and will permit the telecasting of parades on the street below, as well as showing the audience such vehicles as fire engines, hansom cabs and antique autos.

PUSHMOBILE DERBY

WINNING CAR in the annual Pushmobile Derby, a soapbox race for youngsters in Wilmington, Del., was sponsored this year by WTUX there. Fourteen-year-old Bobby Palmer, who has been sponsored by the station for the past four years, captured the honors by beating out 150 other boys after three straight years of ending up in fourth place. Among his prizes was a $1,000 savings bond. WTUX, which also sponsors a Little League baseball team, likewise a winner this year, broadcast the approximately four-hour remote as a public service.

'BREAKFAST CLUB' TOUR

ABC RADIO's *Breakfast Club* completed a 150-mile "showboat" tour down the Mississippi River Aug. 26-27, entertaining residents of seven Iowa cities. The programs on docks and in stadiums were recorded for editing and use on radio shows of Aug. 29-31.

WPAD'S 25 YEARS

IN CONJUNCTION with its 25th anniversary last Tuesday, WPAD-AM-FM Paducah, Ky., has released a brochure trimmed in silver. The booklet contains pictures and biographies of station executives and personnel. A history of its operation from its first broadcast Aug. 23, 1930, until its installation of a new transmitter this year is included.

DAVY CROCKETT

WFAA Dallas, Tex., staged a Davy Crockett Day on his birth date, Aug. 17. Throughout the day the station aired special announcements on the hour saluting the "Hero of the Alamo." In addition, a special station break was prepared and broadcast.

'EAR ON CHICAGO'

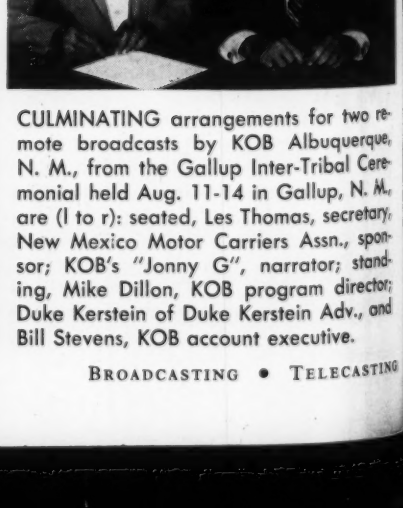
DOCUMENTARY series titled *Ear on Chicago* has been launched by the Illinois Institute of Technology on WBBM Chicago. Commercial aviation and how Chicago would be defended in case of an enemy air attack have been featured as subjects. Other programs in the series will deal with rehabilitation of blind war veterans at Hines Hospital and other topics. The series is produced by Kirk Logie, IIT radio-tv supervisor, with Fahey Flynn as narrator.

KFAB 'NEWSBEATS'

A NUMBER of "major news beats" are claimed by KFAB Omaha's special events department in connection with the Nebraska penitentiary uprisings Aug. 16-17. The station reports it was the first to (1) air a bulletin of the riots and fires, (2) broadcast directly from the scene live, (3) air developments shortwave from the scene, (4) report that the riot had ended, (5) interview one of the rioting prisoners and (6) supply direct and live network features from the scene and feed area stations with exclusive reports. KFAB's Bill Macdonald informed listeners of developments with bulletins throughout early evening hours.

TIMELY INTERVIEW

AN EXAMPLE of how film programs can assume an element of timeliness, particularly when they involve sports, was shown recently in connection with the Jimmy Demaret golf series distributed by Sportsvision Inc. At WHBF-TV Rock Island, Ill., Sports Director Bill Lohmeier interviewed Mr. Demaret by telephone from the All-American golf tournament at Tam O'Shanter for an audio insert at the start of the Demaret film series two days later. The program is sponsored locally by Schlitz Brewing Co.



CULMINATING arrangements for two remote broadcasts by KOB Albuquerque, N. M., from the Gallup Inter-Tribal Ceremonial held Aug. 11-14 in Gallup, N. M., are (l to r): seated, Les Thomas, secretary, New Mexico Motor Carriers Assn., sponsor; KOB's "Jonny G", narrator; standing, Mike Dillon, KOB program director; Duke Kerstein of Duke Kerstein Adv., and Bill Stevens, KOB account executive.

GATES
HI-WATTER
SERIES
MORE WATTS PER DOLLAR INVESTMENT
GATES RADIO COMPANY, QUINCY, ILLINOIS, U.S.A.
OFFICES IN
NEW YORK, WASHINGTON, ATLANTA, HOUSTON, and LOS ANGELES

Station Authorizations, Applications

(As Compiled by B • T)

August 18 through August 24

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

Cp—construction permit. DA—directional antenna. ERP—effective radiated power. vhf—very high frequency, uhf— ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw kilowatts. w—watts, mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization.

FCC Commercial Station Authorizations

As of July 31, 1955 *

	AM	FM	TV
Licensed (all on air)	2,724	525	140
Cps on air	24	13	†321
Cps not on air	125	17	123
Total on air	2,748	538	461
Total authorized	2,873	555	584
Applications in hearing	149	3	162
New station requests	201	4	17
New station bids in hearing	91	0	109
Facilities change requests	134	5	33
Total applications pending	703	101	235
Licenses deleted in July	0	3	0
Cps deleted in July	1	0	1

*Does not include noncommercial educational fm and tv stations.

†Authorized to operate commercially, but station may not yet be on air.

Am and Fm Summary Through August 24

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	2,752	2,737	149	212	91
Fm	538	526	30	8	0

Tv Summary Through August 24

Television Station Grants and Applications Since April 14, 1952

Grants Since July 11, 1952:

	Vhf	Uhf	Total
Commercial	291	318	609[1]
Noncom. Educational	17	18	35[2]

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial on air	318	101	419
Noncom. Educ. on air	10	3	13

Applications Filed Since April 14, 1952:

	New	Amend.	Vhf	Uhf	Total
Commercial	953	337	750	541	1,292[3]
Noncom. Educ.	60		32	28	60[4]
Total	1,116	337	782	569	1,352[5]

[1] 148 CPs (30 vhf, 118 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 35 already granted.
[5] Includes 645 already granted.

Something you should know about TV in Washington, D.C.

Without changing its current rates, WMAL-TV will boost its power to 252,000 watts this Fall and spark the new ABC-TV programs with the greatest promotion campaign ever conducted by a Washington TV station!

Ask Katz about prime adjacencies for the Fall . . . *at current rates on*

SUPERPOWER

WMAL - TV
Washington, D. C.

Represented by The Katz Agency
The Evening Star TV Station
Affiliated with ABC-Television

FCC ANNOUNCEMENTS

New Tv Stations . . .

PETITIONS

Jacksonville, Fla.—Board of Public Instruction of Duval County, Fla., petitions FCC to amend tv allocation table so as to change reservation for non-commercial educational use from ch. 7 to ch. 36 at Jacksonville and to issue order to show cause why WJHP-TV Jacksonville (ch. 36) should not be changed to specify operation on ch. 7 with 316 kw operating power. Received Aug. 15; announced Aug. 19.

Hobbs, N. M.; Monahans, Tex.—Video Independent Theatres Inc. petitions FCC to amend sec. 3.606, tv allocation plan, by adding ch. 9 to Hobbs, N. M., and deleting ch. 9 from Monahans, Tex., and adding ch. 35 to Monahans, Tex. Received Aug. 11; announced Aug. 19.

Elk City, Okla.; Woodward, Okla.—Video Independent Theatres petitions FCC to amend tv allocation table by adding ch. 8 to Elk City, Okla., and deleting ch. 8 from Woodward, Okla., and adding ch. 35 to Woodward. Received Aug. 11; announced Aug. 19.

APPLICATION

Redding, Calif—Shasta Telecasters, vhf ch. 7 (174-180 mc); ERP 12.1 kw visual, 6.1 kw aural; ant. height above average terrain 3,586 ft., above ground 87 ft. Estimated construction cost $220,880, first year operating cost $165,000, revenue $216,000. Post office address P. O. Box 1819, Redding. Studio location Redding. Trans. location Shasta Bally Mt., 13 miles west of Redding. Geographic coordinates 40° 36′ 10″ N. Lat., 122° 39′ 00″ W. Long. Trans. and ant. RCA. Legal counsel Lyon, Wilner & Bergson, Washington, D. C. Consulting engineer Robert L. Hammett, San Francisco, Calif. Principals are: **Laurence W. Carr, George C. Fleharty, William B. Nystrom, Robert L. Hammett, Carl R. McConnell, George H. Voorhies, C. T. Ross, and Morris K. Cohen.** Mr. Hammett is radio engineering consultant. Filed Aug. 24.

APPLICATIONS AMENDED

Orlando, Fla.—Orange County Broadcasters Inc. amends application for new tv station there to furnish additional financial data, amend. sec. II, para. II and change type ant. Amended Aug. 24.

New Orleans, La.—Greater New Orleans Educational Television Foundation amends application for ch. 8 there to complete sec. II, table I and II and furnish amendments to by-laws that were omitted. Amended Aug. 23.

Onondaga, Mich.—Michigan State Board of Agriculture amends application for new tv station to change name to Michigan State U. and to make change in officers. Amended Aug. 24.

Existing Tv Stations . . .

ACTIONS BY FCC

WTBO-TV Cumberland, Md.—FCC deleted station, by letter of Aug. 17, for lack of prosecution. WTBO-TV was permittee of ch. 17. Announced Aug. 19.

KCTL (TV) Seattle, Wash.—FCC deleted station on ch. 20 for lack of prosecution by letter of Aug. 19. Announced Aug. 23.

APPLICATIONS

KLEW-TV Lewiston, Idaho—Seeks mod. of cp to change ERP to 13.8 kw visual, 6.9 kw aural and make ant. changes. Ant. height above average terrain 1,115 ft. Filed Aug. 18.

KEPR-TV Pasco, Wash.—Seeks mod. of cp to specify studio location at Clearwater Ave. and

CHNS
HALIFAX NOVA SCOTIA
A CAPITAL Station
In A CAPITAL City gets
You CAPITAL Results!
Ask
JOS. WEED & CO.
579 Fifth Ave., New York
P.S. We now have our 5000 Watt Transmitter in operation!

WTVD
Durham-Raleigh
now has
216,580
TV SETS (source: Television Magazine)
More Sets than
PORTLAND, Ore.
or
RICHMOND, Va.
WTVD
Durham-Raleigh
CHANNEL 11
NBC - ABC
Call HEADLEY-REED

Morain St., Kennewick, Wash., and request waiver of sec. 3.613 of FCC rules. Filed Aug. 18.

CALL LETTERS ASSIGNED

KHAD-TV Laredo, Tex.—Vidicon Industries of America, ch. 8.

New Am Stations . . .

ACTION BY FCC

Henderson, Tex.—Wes Dean & Co. application for cp to operate on 1470 kc, 500 w D returned to applicant. Exhibit dated after notary date. Returned Aug. 23.

APPLICATIONS

Toccoa, Ga.—Stephens County Bcstg. Co., 1590 kc, 1 kw D. Post office address 104 Maka Way, Toccoa. Estimated construction cost $17,725, first year operating cost $30,000, revenue $38,000. Equal partners are: **W. B. Schaefer**, physician and varied business interests; **R. E. Shiflet**, physician, part owner auto parts firm; **Roy E. E. Gaines**, employe of WDUN Gainesville, Ga., and **Charles H. Gaines**, employe of WLET Toccoa. Filed Aug. 22.

Anna, Ill.—Anna Bcstg. Corp., 1440 kc, 500 w D. Post office address P. O. Box 450, Paducah, Ky. Estimated construction cost $16,150, first year operating cost $35,000, revenue $50,000. Equal partners are: **Pierce E. Lackey**, owner of WPAD-AM-FM Paducah and **F. E. Lackey**, owner of WHOP-AM-FM Hopkinsville, Ky. Filed Aug. 22.

Abbeville, S. C.—Abbeville Bcstg. Co., 1590 kc, 1 kw D. Post office address Box 1482, Tryon, N. C. Estimated construction cost, $15,725, first year operating cost $22,860, revenue $37,960. Equal partners are: **Mildred Allen** and **Edithe Mooneyham**, co-owners of WTYN Tryon. Filed Aug. 23.

Morristown, Tenn.—Clifford G. Frost, 1150 kc, 1 kw D. Post office address 505 High St., Sevierville, Tenn. Estimated construction cost $23,130, first year operating cost $22,000, revenue $30,000. Mr. Frost owns flour mill and ice company in Sevierville and is part owner of WSEV there. Filed Aug. 24.

Tyler, Tex.—Tyler Bcstg. Corp., 690 kc, 250 w D. Post office address 6114 Northwood Rd., Dallas, Tex. Estimated construction cost $17,500, first year operating cost $39,360, revenue $56,000. Applicant is trade name of Thomas B. Moseley, director of sales and contract negotiations for Continental Electronics Mfg. Co., Dallas. Filed Aug. 24.

Weatherford, Tex.—Parker County Bcstg. Co. resubmits application for cp to operate on 730 kc, 250 w D. Resubmitted Aug. 24.

Ponce, Puerto Rico—Ponce Bcstg. Corp., 1170 kc, 250 w, unl. Post office address Julius H. Conesa, Box 511, Guayama, P. R. Estimated construction cost $10,821, first year operating cost $36,000, revenue $42,000. Principals include Pres. **Charles Cordero** (20%), general manager, WXRF Guayama; Treas. **Dr. Luis F. Sala** (20%), surgeon; Sec. **Dr. Jenaro Scarano** (20%) physician, and **Julius H. Conesa** (20%), chief engineer, WXRF. Filed Aug. 22.

APPLICATION AMENDED

York, S. C.—York-Clover Bcstg. Co. amends application for cp to operate on 1540 kc, 1 kw D to specify 1580 kc, 250 w; change trans.-studio locations. Filed Aug. 22.

Existing Am Stations . . .

APPLICATIONS

WMRY New Orleans, La.—Seeks cp to increase power from 500 w to 1 kw and change trans. site. Filed Aug. 23.

WKAR East Lansing, Mich.—Seeks cp to increase power from 5 kw to 10 kw. Filed Aug. 22.

WTOK Meridian, Miss.—Seeks cp to change from 1450 kc to 1010 kc; increase power from 250 w to 500 w N and 10 kw D; change ant.-trans. location; install DA-2. Filed Aug. 22.

WSYD Mt. Airy, N. C.—Resubmits application for mod. of cp for change in hours of operation from D to unl., using 5 kw LS, 1 kw N and install DA-N. Resubmitted Aug. 18.

KEYZ Williston, N. D.—Seeks cp for change from 1450 kc to 1340 kc. Filed Aug. 18.

WTIV Titusville, Pa.—Seeks mod. of cp (as mod. which authorized new am station) for ant.-trans. location change. Filed Aug. 22.

WRAD Radford, Va.—Seeks cp to change hours of operation from D to unl. using power of 500 w N, 5 kw D and install DA-N. Filed Aug. 22.

APPLICATION AMENDED

KOAT Albuquerque, N. M.—Amends application for mod. of cp which authorized change frequency, increase power; install DA-N; make ant. system changes to specify DA system changes. Amended Aug. 22.

CALL LETTERS ASSIGNED

WTCB Flomaton, Ala.—Tri-City Bcstg. Co., 990 kc, 500 w D.

WTAY Robinson, Ill.—Ann Bcstg. Co., 1570 kc, 250 w D.

WTCR Ashland, Ky.—Connie B. Gay, 1420 kc, 5 kw D. Changed from WWKO.

WKLX Paris, Ky.—Paris Bcstg. Co., 1440 kc, 1 kw D. Changed from WBLU.

KVCL Winnfield, La.—Southern Bcstg. Co., 1270 kc, 1 kw D.

WGHM Skowhegan, Me.—Pineland Bcstg. Co. Co., 1150 kc, 1 kw D.

KQUE Albuquerque, N. M.—Sunshine Bcstg. Co., 1240 kc, 250 w unl. Changed from KOAT.

WBLA Elizabethtown, N. C.—Cape Fear Bcstg. Co., 1450 kc, 100 w unl.

KFNW Fargo, N. D.—Northwestern Schools, 900 kc, 1 kw D. Changed from KVNW.

WHPB Belton, S. C.—Community Bcstg. Co., 1390 kc, 500 w D.

KITI Chehalis, Wash.—Mid-State Bcstg. Co., 1420 kc, 1 kw D. Changed from KGLM.

New Fm Stations . . .

APPLICATIONS

Central City, Ky.—Muhlenberg Bcstg. Co., 101.9 mc, 21.42 kw unl. Post office address P. O. Box 325, Central City. Estimated construction cost $10,200, first year operating cost $5,000, revenue not given. Applicant is licensee of WNES Central City. Principal owner **V. R. Anderson** is licensee of WBRT Bardstown, Ky. Filed Aug. 19.

Amherst, Mass.—Amherst College, 88.1 mc, .01 kw. Post office address Mr. J. Alfred Guest, Amherst College, Amherst. Estimated construction cost $3,885, first year operating cost $3,000, revenue none. Applicant is educational institution seeking non-commercial outlet. Filed Aug. 19.

Ownership Changes . . .

APPLICATIONS

WANA Anniston, Ala.; WETO Gadsden, Ala.; WMOZ Mobile, Ala.—Seek assignment from equal partnership of Edwin H. Estes and C. L. Graham so Mr. Graham tr/as Anniston Radio Co. and Gadsden Radio Co. will own 100% of WANA and WETO. Mr. Estes will own all of WMOZ. No consideration is involved. Filed Aug. 24.

KOLD Yuma, Ariz.—Seeks transfer of control to Henry H. Schechert and W. J. Hawthorne for $16,086. Mr. Schechert, with various business interests, is buying 980 shares of 1,950 shares issued. Mr. Hawthorne, who owns 25.6% in station, will control 49.6% after completion. Mr. Hawthorne owns 50% H-K Productions (movies for tv). Filed Aug. 24.

KJBS San Francisco, Calif.—Granted involuntary assignment of license to KJBS Broadcasters who remain same as before reassignment except that Mrs. D. Worth Clark becomes executrix of Mr. Clark's (deceased) interest. Mr. Clark held 10% interest. Granted Aug. 19; announced Aug. 22.

KLOK San Jose, Calif.—Seeks assignment of license to E. L. Barker. Mr. Barker controls 40% as general partner, 20% as limited partner and has been willed remaining 40% by Mrs. Barker, deceased. No consideration involved. Filed Aug. 23.

WBYS-AM-FM Canton, Ill.—Seeks involuntary transfer of control of 50.5% interest of Harold R. Winsor, deceased, to executrix, Mrs. Winsor. Filed Aug. 22.

KROS Clinton, Iowa—Seeks involuntary transfer of control to Helen S. Jacobsen, Maenard W. and Bernard M. Jacobsen as executors of estate of late William S. Jacobsen, 67.1% owner of station. Filed Aug. 19.

WBRN Big Rapids, Mich.—Seeks assignment of license to WBRN Inc. for $50,000. Principals include Pres. **D. Spencer Denison** (55%), WBRN employe, and Vice Pres. **John A. White** (45%), physician. Filed Aug. 22.

WTRX-AM-FM Bellaire, Ohio.—Seeks transfer of control to Robert K. Richards and Walter Patterson for $20,000, plus assumption of $50,000 liability. Messrs. Richards and Patterson are equal owners of WHAR Clarksburg, W. Va., and WKYR Keyser, W. Va., and of Robert K. Richards Public Relations. Filed Aug. 19.

WTOD, WTRT (FM) Toledo, Ohio.—Seeks assignment of license to Booth Radio & Television Stations Inc. for $122,500. Stations owned by applicant are: WJLB, WBRI (FM) Detroit, Mich.; WBBC Flint, Mich.; WSGW Saginaw, Mich.; WIBM Jackson, Mich., and is applicant for tv station, Parma, Mich. Filed Aug. 23.

WICK Scranton, Pa.—Application for involuntary transfer of licensee corporation to George G. Brooks Jr., as endorser of note foreclosed by Scranton National Bank. Not signed by transferor. Returned Aug. 22.

WUSN Charleston, S. C.—Seeks assignment to Low Country Bcstg. Co. for $110,000. Principals include: Pres. **Sol Panitz** (50%), radio-tv dir. Alvin Epstein Adv. Agency, Washington; Vice Pres. **Barry Winton** (50%), account executive, Television Programs of America; **J. Drayton Hastie**, minority stock holder WUSN-AM-TV, and **G. S. Cuthbert Jr.**, sales manager, WUSN-TV and WUSN general manager. Filed Aug. 22.

WIRJ Humboldt, Tenn.—Seeks transfer of control to J. Frank Warmath for $30,000. Mr. Warmath is attorney with diversified business interests, none in broadcasting. Filed Aug. 23.

WKXV Knoxville, Tenn.—Seeks transfer of control to Tele-Broadcasters Inc. for $95,000. Sole owner is H. Scott Killgore, sole owner of WKXL Concord, N. H., and WARE Ware, Mass. Application is pending for new am at Athol, Mass. Filed Aug. 23.

WDXL Lexington, Tenn.—Seeks assignment of license to Lexington Bcstg. Service Inc. for $58,850. Nine principals each own 11.1% stock. Principals Neal B. Bunn and Ben Enochs are manager and chief engineer, respectively, of WDXL. Filed Aug. 23.

KERV Kerrville, Tex.—Resubmits application for transfer of negative control of licensee corporation to Arthur G. Rodgers through purchase of stock from W. C. Fawcett and Hal Peterson. Resubmitted Aug. 24.

KAYE Puyallup, Wash.—Seeks assignment of license to Radio K Inc. for rental of $1 per year until Feb. 1, 1957 with option until that date to purchase station for total of $62,000. Principals include **Henry Perozzo**, presently 87.55% owner KAYE, who is non-stockholding second vice president of Radio K. Other principals: Pres. **Gale L. Mix II** (50%), applicant for 20% interest KRPL Moscow, Idaho; Treas. **Warren Peterson** (50%), KRPL salesman-announcer, and KRPL salesmen-announcers **Don Broughman** and **James A. MacDonald**. Filed Aug. 24.

WPAR-AM-FM Parkersburg, W. Va.; WBLK-AM-TV Clarksburg, W. Va.—Seek transfer of control to WSTV Inc., for $231,200 plus $100 per share for 275 shares not held at time of agreement by majority stockholder, if seller can procure them at later date. Applicant has holdings in WSTV Steubenville, Ohio; WFPG Atlantic City, N. J.; WPIT Pittsburgh, Pa., and WBMS Boston, Mass. Applicant also has interest in Buffalo, N. Y., tv application. Filed Aug. 22.

ALLEN KANDER

Negotiator

FOR THE PURCHASE AND SALE
OF RADIO AND TELEVISION
STATIONS

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Lincoln Building • New York 17, N. Y., MU. 7-4242
111 West Monroe • Chicago 90, Illinois, RA 6-4256

NARBA Notifications . . .

This notification consists of list of changes, proposed changes, and corrections in Assignments of U. S. Standard Broadcast Stations modifying appendix containing assignments of U. S. Standard Broadcast Stations attached to "Recommendations of the North American Regional Broadcasting Agreement Engineering Meeting January 30, 1941," as amended. Listing includes call letters, location, power, hours of operation, class of station and commencement date.

U. S. Change List No. 620 **August 10, 1955**

540 kc

WDVM Pocomoke City, Md.—500 w D. Class II. Now in operation.

580 kc

WELO Tupelo, Miss.—(Present operation: 1490 kc, 0.25 kw, unl. IV); 500 w N. 1 kw D DA-2 unl. Class III-B 8-10-55. 8-10-56.

860 kc

WAYE Dundalk, Md.—500 w DA-D D. Class II. Now in operation.

950 kc

WBKH Hattiesburg, Miss.—5 kw D. Class III. Now in operation with power increased from 1 kw.

1020 kc

KPOP Los Angeles, Calif.—(Change in call letters from KFVD.)

1050 kc

WCEF Parkersburg, W. Va.—1 kw D. Class II. Now in operation with power increased from 250 w.

1150 kc

WJEM Valdosta, Ga.—1 kw D. Class III. Now in operation.

WGBR Goldsboro, N. C.—5 kw D, 1 kw N, DA-2, unl. Class III-B. Now in operation with D power increased from 1 kw.

1250 kc

WIPS Ticonderoga, N. Y.—500 w, D. Class III. Now in operation.

1280 kc

WSUX Seaford, Del.—(Change in call letters from WSUS).

1320 kc

WLLY Richmond, Va.—1 kw, D. Class III. Now in operation.

1340 kc

WBRW Welch, W. Va.—(Delete assignment).

1370 kc

KUMA Pendleton, Ore.—(Change in call letters from KOER).

1390 kc

WPLM Plymouth, Mass.—500 w, D. Class III. Now in operation.

1430 kc

KBRK Brookings, S. D.—500 w, D. Class III. Now in operation.

1490 kc

WNBT Wellsboro, Pa.—250 w, unl. Class IV. Now in operation.

Routine Roundup . . .

August 18 Decisions

ACTIONS ON MOTIONS

By Comr. Rosel H. Hyde

Broadcast Bureau—Granted petition for extension of time to Aug. 23 to file exceptions to initial decision in ch. 4 proceeding, New Orleans, La., and to Sept. 9 to file replies to such exceptions as may be filed. Action of 8/15.

Broadcast Bureau—Granted motion for extension of time to Aug. 16 to file exceptions to initial decision re applications of Mid-Atlantic Bcstg. Co. (WMID) for renewal of license and for transfer of control. Action of 8/11.

By Hearing Examiner H. Gifford Irion

Taylor Bcstg. Co. Colorado Springs, Colo.—Denied petition of Aug. 9 to hold comparative hearing re its am application and that of Garden of the Gods Bcstg. Co., Manitou Springs, Colo. in Washington, D. C., in lieu of Manitou Springs.

By Hearing Examiner Herbert Sharfman

KBOX Modesto, Calif.—Issued order following third conference on Aug. 2 (for assignment of broadcast license of KBOX Modesto, Calif.) indicating dates arrived at as result of conference that shall govern course of proceeding unless changed by subsequent order: Sept. 7—submission by McClatchy Bcstg. Co. of its affirmative testimony in written form; Sept. 9—notification by counsel for Commission's Broadcast Bureau of witnesses, if any, desired for cross-examination, and Sept. 14 for hearing commencement.

KSDA Redding, Calif.—Granted petition for continuance of hearing from Sept. 6 to Oct. 5 re order to show cause why license for KSDA should not be revoked.

By Hearing Examiner J. D. Bond

WOPA Oak Park, Ill.—Granted petition to accept late filing of appearance in proceeding re its am application and continued hearing, now scheduled for Sept. 16, to date to be fixed by subsequent order.

By Hearing Examiner Elizabeth C. Smith

Broadcast Bureau—Granted petition for extension of time to Aug. 22 to file proposed findings of fact and conclusions and to Sept. 1 to file replies re assignment of cp for KPLN Camden, Ark.

August 18 Applications

ACCEPTED FOR FILING

Modification of Cp

WFTG London, Ky.—Seeks mod. of cp (which authorized new am station) for extension of completion date.

WGMS Bethesda, Md.—Seeks mod. of cp (as mod. which authorized change trans.-studio and station location, change from D to unl., change power, install DA-2) for extension of completion date.

WFRM-FM Coudersport, Pa.—Seeks mod. of cp (which authorized new fm station) for extension of completion date.

WREX-TV Rockford, Ill.—Seeks mod. of cp to extend completion date to 3-15-56.

KZTV (TV) Reno, Nev.—Seeks mod. of cp to extend completion date to 3-16-56.

WWLA (TV) Lancaster, Pa.—Seeks mod. of cp to extend completion date to 1-16-56.

KRGV-TV Weslaco, Tex.—Seeks mod. of cp to extend completion date to 11-15-55.

WCAN-TV Milwaukee, Wis.—Seeks mod. of cp to extend completion date to Jan. 1956.

KRMA-TV Denver, Colo.—Seeks mod. of cp to extend completion date to 3-1-56.

License to Cover Cp

WEFM (FM) Chicago, Ill.—Seeks license to cover cp which authorized changes in licensed station.

WSAI-FM Cincinnati, Ohio—Seeks license to cover cp which authorized new fm station.

WBEN-TV Buffalo, N. Y.—Seeks license to cover cp which authorized changes in facilities of existing tv station.

Renewal of License

WMRN-FM Marion, Ohio; WNAD-FM Norman, Okla.

Subsidiary Communications Authorization

WHOO-FM Orlando, Fla.

Special Authority

Detroit, Mich.—International United Revelation People's Spiritualist Temple of Applied Christianity seek authority to transmit programs to CJSP Leamington, Ont., Canada.

August 19 Applications

ACCEPTED FOR FILING

Modification of Cp

WTVN Columbus, Ohio—Seeks mod. of cp as mod., which authorized mounting tv ant. on top of NW tower (increase height) for extension of time.

WMVA Martinsville, Va.—Seeks mod. of cp as mod., which authorized erection of new ant. and mounting fm ant. on top (increase height) to make changes in ant. system (decrease height and side mount fm ant.)

WJNO-TV West Palm Beach, Fla.—Seeks mod. of cp to extend completion date to 3-15-56.

WBUF-TV Buffalo, N. Y.—Seeks mod. of cp to extend completion date to 3-17-56.

WXIX (TV) Milwaukee, Wis.—Seeks mod. of cp to extend completion date to 3-14-56.

August 22 Decisions

ACTIONS ON MOTION

By Comr. Rosel H. Hyde

Consolidated Television & Radio Broadcasters, Inc. (formerly WFBM, Inc.) Evansville, Ind.—Granted petition for dismissal of tv application in ch. 7 proceeding. Action of August 16.

Mid-Florida Television Corp. Orlando, Fla.—Granted petition for extension of time until Oct. 10 to file exceptions to initial decision in ch. 9 proceeding. Action of August 16.

Broadcast Bureau—Granted petition for extension of time until Aug. 22 to file supplemental proposed findings re application of The Spartan Radiocasting Co. (WSPA-TV), Spartanburg, S. C., for mod. of cp. Action of August 17.

Air Transport Assn. of America—Granted in part petition for extension of time to Sept. 13 to file exceptions to initial decision re application of Streets Electronic Inc. (KGEO-TV), Enid, Okla., for mod. of cp. Action 18.

BROADCAST ACTIONS

By the Broadcast Bureau

Actions of Aug. 19

WLLY Richmond, Va.—Reconsidered action of 8-17-55 granting license to cover cp which authorized new am station and set aside said action.

WEW St. Louis, Mo.—Granted cp to change ant.-trans. and studio locations and operate trans. by remote control.

WSAZ Huntington, W. Va.—Granted authority to operate trans. by remote control, while using non-directional antenna.

Following were granted extensions of completion dates as shown: WFRM-FM Coudersport, Pa., to 3-19-56; WBUF-TV Buffalo, N. Y., to 3-17-56; WJNO-TV West Palm Beach, Fla., to 3-15-56; KRMA-TV Denver, Colo., to 3-16-56; KZTV (TV) Reno, Nev., to 3-16-56; KTVF (TV) Fairbanks, Alaska, to 3-1-56; WCAN-TV Milwaukee, Wis., to 1-16-56; KRGV-TV Weslaco, Tex., to 3-15-56; WREX-TV Rockford, Ill., to 3-15-56; WXIX (TV) Milwaukee, Wis., to 3-14-56; WWLA (TV) Lancaster, Pa., to 1-16-56.

Actions of Aug. 18

WFLB-TV Fayetteville, N. C.—Granted STA to operate commercially on ch. 18 for period ending Nov. 27.

KARD-TV Wichita, Kan.—Granted STA to operate commercially on ch. 3 for period ending Feb. 8, 1956.

KTFI-FM Twin Falls, Idaho—Granted request to cancel license.

KWWL-TV Waterloo, Iowa—Granted mod. of cp to change ERP to visual 316 kw, aural 214 kw, make minor antenna and equipment changes; ant. 1120 ft.

Latrobe Broadcasters, Latrobe, Pa.—Granted mod. of cp for approval of ant.-trans. location specify studio location and remote control point as 917 Ligonier St., Latrobe, Pa.

KTTS-TV Springfield, Mo.—Granted mod. of cp to change ERP to visual 240 kw DA, aural 141 kw DA, install DA system and make other equipment changes; ant. 710 ft.

KOPO-TV Tucson, Ariz.—Granted mod. of cp to change ERP to aural 29.5 kw, visual 14.8 kw, and install new ant. system and make other equipment changes.

KONA (TV) Honolulu, T. H.—Granted mod. of cp to change trans. location, make ant. and minor equipment changes; ant. minus 150 ft.

Following were granted extensions of completion dates as shown: WMUB Oxford, Ohio, to 1-31-56; WGMS Bethesda, Md., to 11-15-55, conditions; WLTV (TV) Wheeling, W. Va., to 1-16-56; WQCY (TV) Allentown, Pa., to 1-16-56; WKRC-TV, Cincinnati, Ohio, to 3-10-56; WLWA (TV) Atlanta, Ga., to 3-10-56.

Actions of Aug. 17

KTRE-TV Lufkin, Tex.—Granted STA to operate commercially on ch. 9 for period ending Sept. 1.

WCEF Parkersburg, W. Va.—Granted license covering increase in power, and changes in antenna system.

KTXL San Angelo, Tex.—Granted license covering erection of new antenna and mounting of tv ant. on top, change trans. location (coordinates only) and change studio location.

WBRV Boonville, N. Y.—Granted license for am station and specify studio location.

KTHE Thermopolis, Wyo.—Granted license for am station.

WOAY Oak Hill, W. Va.—Granted license to replace expired cp which authorized erection of new tower 180 ft. SW of old tower and mount tv ant. (increase height).

WDVM Pocomoke City, Md.—Granted license for am station: condition.

WLLY Richmond, Va.—Granted license for am station.

WWNS Statesboro, Ga.—Granted license covering change in frequency and change in name of licensee.

WNDU Notre, Dame, Ind.—Granted authority to operate trans. by remote control.

Following were granted extensions of completion dates as shown: WLVA-TV Lynchburg, Va. to 3-9-56; KCOR-TV San Antonio, Tex., to 3-9-56.

Actions of Aug. 16

WWIL Ft. Lauderdale, Fla.—Granted mod. of

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

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city *zone* *state*

Please send to home address — —

cp to change from DA-2 to DA-1.

KTYL Mesa, Ariz.—Granted mod. of cp for extension of completion date to 10-10-55, condition.

Actions of Aug. 15

KENA Mena, Ark.—Granted permission to sign-off at 7 p.m., each night with exception of special events and public service programs for period of one year and granted waiver of 3.71 of Commission's rules.

WQIK Jacksonville, Fla.—Granted license for am station.

WFLA-FM Tampa, Fla.—Granted license to cover cp (which replaced expired permit, which authorized changes in licensed station).

KCHR Charleston, Mo.—Granted license covering increase in power.

WPFD Darlington, S. C.—Granted license for am station.

WLCO Eustis, Fla.—Granted license for am station.

WCEM Cambridge, Md.—Granted license covering increase in power.

KOSA Odessa, Tex.—Granted cp to erect new ant. and mount tv ant. on top (increase height); conditions.

WCBI-TV Columbus, Miss.—Granted mod. of cp to change ERP to visual 20 kw, aural 10 kw, change ant. and make other equipment change; change trans. and studio location; waived sec. 3.613 of Commission's rules.

KELO-TV Sioux Falls, S. D.—Granted mod. of cp to change ERP to visual 251 kw, aural 141 kw and make ant. changes; ant. 520 ft.

KMMT (TV) Austin, Minn.—Granted mod. of cp to change studio to trans. site and waive sec. 3.613 of Commission's rules.

Following were granted extension of completion dates as shown: WWTV (TV) Cadillac, Mich., to 3-8-56; KOKE (TV) El Paso, Tex., to 1-16-56; WPMT (TV) Portland, Me., to 1-16-56; WOKA (TV) Macon Ga., to 1-16-56; KENI-TV Anchorage, Alaska, to 3-1-56; WHCU-TV Ithaca, N. Y., to 1-16-56; WABC-TV New York, to 3-7-56.

August 22 Applications

ACCEPTED FOR FILING

Modification of Cp

KDEN Denver, Colo.—Seeks mod. of cp (which authorized new am station) for extension of completion date.

KETA (TV) Oklahoma City, Okla.—Seeks mod. of cp which authorized new non-commercial station to extend completion date to 3-18-56.

KTVF (TV) Fairbanks, Alaska—Seeks mod. of cp (which authorized new tv station) to extend completion date to Nov. 1955.

KULA-TV Honolulu, Hawaii—Seeks license to cover cp which authorized new tv station.

Modification of Cp Dismissed

WFTG London, Ky.—Application for mod. of cp for extension of completion date dismissed as unnecessary.

Cp

KPAM Portland, Ore.—Application for cp to change hours of operation from D to unl. and install DA for night use only dismissed at request of applicant.

Remote Control Dismissed

KPAM Portland, Ore.—Application for remote control of trans. dismissed at request of applicant. Dismissed Aug. 22.

License to Cover Cp

WNHC-TV New Haven, Conn.—Seeks license to cover cp which authorized changes in facilities of existing tv station.

WFMY-TV Greensboro, N. C.—Seeks license to cover cp which authorized new tv station and to specify studio-trans. location as Phillips Ave. at White, Greensboro.

KVAL-TV Eugene, Ore.—Seeks license to cover cp which authorized new tv station.

WJEM Valdosta, Ga.—Seeks license to cover cp which authorized new am station.

WRAD Radford, Va.—Seeks license to cover cp which authorized change frequency, increase power and change hours of operation.

KBAM Longview, Wash.—Seeks license to cover cp which authorized new am station.

WSIL-TV Harrisburg, Ill.—Seeks license to cover cp which authorized new tv station.

WTHI-TV Terre Haute, Ind.—Seeks license to cover cp which authorized new tv station.

KFYR-TV Bismarck, N. D.—Seeks license to cover cp which authorized new tv station.

KTSM-TV El Paso, Tex.—Seeks license to cover cp which authorized new tv station.

Subsidiary Communications Authorization

WGHF (FM) New York; WSAI-FM Cincinnati, Ohio; WHBL-FM Sheboygan, Wis.

Renewal of License Returned

WLBL Auburndale, Wis., and WHA Madison, Wis., renewal applications returned; filed on wrong form. Licensed to State of Wis. organizations.

Remote Control

WSAZ Huntington, W. Va.

August 23 Decisions

BROADCAST ACTION

By Comrs. Hyde, Webster, Bartley and Lee

KFAR Fairbanks, Alaska — On Commission's own motion, extended to Oct. 1 outstanding SSA to operate on 660 kc, with 10 kw, unl., pending action on application to continue same on permanent basis. KFAR is licensed for 610 kc, 5 kw, unl. Action of Aug. 22.

August 23 Applications

ACCEPTED FOR FILING

Modification of Cp

WCOJ Coatsville, Pa.—Seeks mod. of cp (as mod. which authorized increase power; change hours of operation, install DA for night use only and move ant. approx. 500 ft. SW of present location) for extension of completion date.

KURA Moab, Utah—Seeks mod. of cp (as mod. which authorized new am station) for extension of completion date.

WTVT (TV) Tampa, Fla.—Seeks mod. of cp to extend completion date.

WRBL-TV Columbus, Ga.—Seeks mod. of cp to extend completion date to 11-1-55.

KMAU (TV) Wailuku, Hawaii—Seeks mod. of cp to extend completion date to 3-19-56.

KANG-TV Waco, Tex.—Seeks mod. of cp to extend completion date to 3-23-56.

August 24 Decisions

ACTIONS ON MOTIONS

By Comr. Rosel H. Hyde

Broadcast Bureau—Granted petition for extension of time to Aug. 29 to file exceptions to initial decision in New Orleans, La., ch. 4 proceeding, and to Sept. 15 to file replies.

Capstaff Bcstg. Co., Oregon, Ltd., Portland, Ore.—Granted petition for extension of time to Sept. 1 to file reply to petition of Robert E. Bollinger to enlarge issues in proceeding involving am applications of Capstaff, Bollinger, and Mercury Bcstg. Co. (KLIQ), all Portland, Ore.

By Hearing Examiner Herbert Sharfman

Broadcast Bureau—Granted petition for extension of time to Sept. 8 to file proposed findings in re application of WJR, The Goodwill Station Inc., for mod. of cp of tv station WJRT (TV) Flint, Mich. (Action 8-22).

E. Weaks McKinney-Smith, Paducah, Ky.—At oral request of counsel, and without objection of counsel for other parties, continued further hearings in am proceeding to Sept. 7. (Action 8-23).

August 24 Applications

ACCEPTED FOR FILING

Subsidiary Communications Authorization

KQXR (FM) Bakersfield, Calif.; WNYC-FM New York.

License to Cover Cp

WJHP-TV Jacksonville, Fla.—Seeks license to cover cp which authorized new tv station and to specify trans. location as 4038 Phillips Hwy., near Jacksonville.

KOTV (TV) Tulsa, Okla.—Seeks license to cover cp which authorized changes in existing tv station.

Renewal of License Returned

WFUV (FM) New York—Application returned; improperly signed.

Cp

WMVA-FM Martinsville, Va.—Seeks cp to replace cp which expired 8-13-55.

Renewal of License

WDOK-FM Cleveland, Ohio.

UPCOMING

AUGUST

Aug. 29: NARTB Freedom of Information Committee, Waldorf-Astoria, New York.

SEPTEMBER

Sept. 2-4: National Agricultural Tv Clinic, U. of Missouri, Columbia.
Sept. 2-4: West Virginia Broadcasters Assn., Greenbrier Hotel, White Sulphur Springs.
Sept. 6: RAB Clinic, Atlanta.
Sept. 7: RAB Clinic, Charleston, S. C.
Sept. 8: RAB Clinic, Raleigh, N. C.
Sept. 9: RAB Clinic, Norfolk, Va.
Sept. 11-13: Seventh Dist. AFA Convention, Birmingham, Ala.
Sept. 12-14: CBS Radio Affiliates meeting, Detroit.
Sept. 12-16: National Assn. of Educational Broadcasters engineering workshop, Michigan State College, East Lansing.
Sept. 14-16: Life Insurance Advertisers Assn., Essex House, New York.
Sept. 15-16: Michigan Assn. of Broadcasters, Hidden Valley, Gaylord.
Sept. 15-16: Michigan AP Broadcasters Assn., Hidden Valley, Gaylord.
Sept. 18-24: National Radio & Television Week.
Sept. 19: RAB Clinic, Tampa, Fla.
Sept. 20: RAB Clinic, Birmingham, Ala.
Sept. 21: RAB Clinic, Baton Rouge, La.
Sept. 22: RAB Clinic, Knoxville, Tenn.
Sept. 23: RAB Clinic, Charleston, W. Va.
Sept. 23-24: IRE Professional Group on Broadcasting Transmission Systems, Hamilton Hotel, Washington.
Sept. 29-Oct. 1: Tenth Dist. AFA Convention, Oklahoma City, Okla.
Sept. 30-Oct. 2: High Fidelity Show, Palmer House, Chicago.

OCTOBER

Oct. 3-5: National Electronics Conference, Sherman Hotel, Chicago.
Oct. 3: RAB Clinic, Ogden, Utah.
Oct. 3-7: AIEE Fall General Meeting, Morrison Hotel, Chicago.
Oct. 4: RAB Clinic, Colorado Springs, Colo.
Oct. 5: RAB Clinic, Albuquerque, N. M.
Oct. 6: RAB Clinic, San Antonio, Tex.
Oct. 7: RAB Clinic, Fort Worth, Tex.
Oct. 7-8: Third Dist. AFA Convention, Sedgefield Inn, Greensboro, N. C.
Oct. 7-9: National Adv. Agency Network, western meeting, Dayton, Ohio.

NARTB Regional Meetings

Region 4 (Dist. 7, 8, 9, Ky., Ohio, Ind., Mich., Ill., Wis.)	Sept. 19-21	Edgewater Beach Hotel, Chicago
Region 1 (Dist. 1, 2, New England States, N. Y., N. J.)	Sept. 22-24	Saranac Inn, Saranac, N.Y.
Region 3 (Dist. 5, 6, Fla., Ga., Ala., Miss., La., Ark., Tenn., Puerto Rico)	Sept. 28-30	St. Charles Hotel, New Orleans
Region 2 (Dist. 3, 4, Pa., Del., Md., W. Va., D. C., Va., N. C., S. C.)	Oct. 12-14	Roanoke Hotel Roanoke, Va.
Region 8 (Dist. 15, 16, 17, Wash., Ore., Calif., Nev., Ariz., Hawaii, Alaska)	Oct. 24-26	St. Francis Hotel, San Francisco
Region 7 (Dist. 14, N. M., Colo., Utah, Wyo., Idaho, Mont., Western S. D.)	Nov. 1-3	Broadmoor Hotel, Colorado Springs
Region 5 (Dist. 10, 11, Minn., N. D., Eastern S. D., Iowa, Neb., Mo.)	Nov. 7-9	Fort Des Moines Hotel, Des Moines
Region 6 (Dist. 12, 13, Kan., Okla., Tex.)	Nov. 15-17	Baker Hotel, Dallas

Two Texas Independents

$55,000.00

Profitable single station market. Combination operation, building nearly new, located at edge of city. The equipment is in excellent shape. Terms—one-half down and balance out over reasonable length of time.

$40,000.00

Beautifully outfitted combination daytimer in new leased building. Serves a retail trading area of 120,000. Located in oil field. Oil, agriculture and manufacturing gives strong economic feature. Terms—$17,500.00 down, balance within five years.

Appraisals • Negotiations • Financing

BLACKBURN - HAMILTON COMPANY

RADIO-TV-NEWSPAPER BROKERS

WASHINGTON, D. C.
James W. Blackburn
Clifford Marshall
Washington Bldg.
Sterling 3-4341-2

CHICAGO
Ray V. Hamilton
Tribune Tower
Delaware 7-2755-6

SAN FRANCISCO
William T. Stubblefield
111 Sutter St.
Exbrook 2-5671-2

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Everett L. Dillard, Gen. Mgr.
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APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted

Managerial

Wanted: Commerical manager for kilowatt Mutual affiliate in good, one station, non-tv southwestern market. Must be proven salesman with ability to cultivate regional and national business. Very attractive commission arrangement. Give complete resume of experience, photo, first letter. Box 495C, B•T.

Sales manager who can show solid accomplishment in that capacity and experience in small station operation who wants to prove his capacity take charge this daytime station in quarter million upper midwest market. Reply with all essential details. Box 502C, B•T.

General manager for metropolitan independent operation with successful record as sales manager. Unusual opportunity. Box 609C, B•T.

General manager for negro programmed metropolitan station. Must have previous experience and be good salesman. Fine opportunity. Box 610C, B•T.

Leading fm station in one of the nation's top five markets is looking for a station manager. Good opportunity. Fm station is affiliated with one of the area's best radio properties. Write details first letter to Box 615C, B•T.

Sales manager, experienced in promotion and sales programming. Ability to cultivate local and national business. Reply Box 621C, B•T.

Sales manager needed by prominent network affiliate. 5kw regional station. Small midwest city. Average starting salary. But terrific future for worker, producer. Write fully to Box 623C, B•T.

Salesmen

Salesman—go getter can write own ticket. Must have man for Fall business in market of $35 million . . . population 35,000. Station is growing. Box 565C, B•T.

Experienced radio time salesman. Guarantee $380 and commission. Send references and photo. KCHJ, P.O. Box 262, Delano, California.

Experienced radio time salesman, sober . . . advance to sales manager . . . call, write. Manager, Radio Station KPEP, San Angelo, Texas.

RADIO

Help Wanted—(Cont'd)

Are you a real radio salesman? Then you may qualify for expanding operation in Detroit Metropolitan area. Golden opportunity for young man who can meet our requirements. Contact Bill Lenhard or Danny Shaver, WCAR, Pontiac, Michigan.

Announcers

Humorous DJ—flowing adlib, stage, tv acting experience. Informal slang, vernacular approach on chatter—Crosbyish. Midwest, single. Box 431C, B•T.

Hugh market, midwestern station, seeks top negro jockey. Hard, convincing sell a must. Sober. Send tape, photo, resume first reply. Salary good . . . based on ability. Box 511C, B•T.

250 watt Illinois station in town of 53,000 population wants an experienced announcer for night shift. Starting salary $67.00. Send background, tape to Box 541C, B•T.

Ohio daytimer needs announcer with first phone ticket at once. Box 581C, B•T.

Wanted woman. Woman to do three hour record show. Voice must be mature, well modulated, flexible and with an intimate appeal. If you have the voice and ability, we can train you. Send letter, tape and photo to Box 586C, B•T.

Announcer: Good announcer, general staff work. Man with proven air sales ability, pleasant, mature voice. No specialists. $1.35 per hour for 40 hours, time and half for guaranteed 10 hours overtime per week. Tape, references, background, first letter. Box 599C, B•T.

Disc jockey for progressive southern medium market station. The man we want must have these qualities. He must be good, and of good character and be willing to work hard. We are a highly competitive station and we are building a better station and the man we select will be able to stay with us as long as he wants, but he must be the right one. We offer paid vacations and life and hospital insurance at no cost to employee and excellent people to work with. If you meet these qualifications, send complete information along with audition and photograph to Box 603C, B•T.

Ohio music and news station expanding. Need announcer for news and DJ work. Experience essential. Station friendly and up-to-date. Send picture, job and personal history, and tape to Box 606C, B•T. All tapes returned.

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RADIO

Help Wanted—(Cont'd)

Wanted: Announcer with first class ticket, capable of handling news and play-by-play sports broadcasts, Midwest. State salary and qualifications in first letter. Box 613C, B•T.

Are you a good announcer with authoritative news presentation and a flair for deejay work? Staff job open now. Send tape and resume to C. L. Hinkle, Radio Station KWTX, Waco, Texas.

Announcer-engineer, 1st class ticket. Experience in combo work essential. Knowledge of the classics helpful. Please send tape, background, photo and salary required. Please do not call. WAAB, 34 Mechanic Street, Worcester, Mass.

Announcer: Immediate opening for man with thorough knowledge of hillbilly and pop music, showmanship for top-flight independent. Experienced. Prefer man from south or southeast. Send tape or contact, WACL, Waycross, Georgia.

Experienced announcer for radio and television station. Send background, tape and references to WFLB, Fayetteville, N. C.

Announcer—opportunity for advancement and good pay awaits ambitious man at leading network station in rural market. Excellent living and working conditions. Rush tape and letter giving each job held but can earn 20%. WKUL, Cullman, Alabama.

Wanted: Announcer, independent, news, hillbilly, popular, race shows. Chance to complete college education at Mississippi State College. Joe Phillips, WSSO, Starkville, Mississippi.

Technical

Wanted: Chief engineer, announcer, sober. Box 574C, B•T.

Wanted immediately: Chief engineer with some announcing experience. Also staff announcer for small midwestern station. Box 597C, B•T.

Chief announcer for 5 kw directional. Small amount announcing. $100 week. Send resume and tape. KGHF, Pueblo, Colorado.

Wanted: Combination engineer-announcer, permanent. Send tape and resume. KPOW, Powell, Wyoming.

Experienced first phone man who can announce needed by west Texas kilowatt daytimer for chief engineer. Engineering ability primary requisite. Send full details to Mike Barrett, KTFY, Brownfield, Texas.

Experienced chief engineer for remote controlled 250 watt am, 10kw fm station. Excellent working conditions. Work consists of maintenance and remotes. Contact Manager, Station WMGW, Meadville, Pennsylvania.

Production-Programming, Others

Want to learn news? Young, single announcer with good voice and delivery and some writing ability. Edit, rewrite and some staff. Active community of 20,000. Apply in full with brief tape if possible. Box 110C, B•T.

Experienced copywriter capable of handling department in progressive midwestern market. Send resume and copy specimens to Box 548C, B•T.

Program director for successful major market, news and music station. Only applicants with proven ability as PD in a like operation will be considered. Give complete background resume and advise in detail what you would consider your duties to be, if selected; state salary expected, when available, etc. Confidential. Box 590C, B•T.

Program director: Man with mature program thinking, single station market, approximately 15,000 population. Prefer man with several years experience, emphasis on local programming. Prefer man with air experience. Send resume and references. Box 598C, B•T.

Experienced male copy, traffic and merchandising, 50,000 watt indie in south. Resume and photo. Box 600C, B•T.

Need experienced continuity writer. Good station, good pay. WPDX, Clarksburg, West Virginia.

Situations Wanted

Managerial

Experienced sales manager with successful record in both radio and television. Good at organization and direction. Strong personal sales record with established national contacts. Sound company executive type, not a one-man-revolution. Now employed. Available in reasonable notice. Earning requirements from $9,600. Resume available. Communications confidential. Box 453C, B•T.

RADIO

Situations Wanted—(Cont'd)

Managerial

General manager. Outstanding salesman. Top program director. Successful record for developing profits. Exceptional background and experience. Box 508C, B•T.

Aggressive manager. Why pay for inexperienced trial and error methods? Here's a mature, result producing manager now available. Strong on sales and organization. Good reputation and references. Radio or tv. Box 604C, B•T.

Young, aggressive, stable radio station manager, ten years successful radio experience, would like to lease small station in northwest, option to buy preferred but not essential. Fair return guaranteed. Box 605C, B•T.

Metropolitan and small market general manager. Strong on sales, economical. Highly qualified. Box 618C, B•T.

Salesmen

Experienced salesman desires television-radio sales opportunity. Aggressive. College graduate. Box 634C, B•T.

This may be just what you're looking for. 33 year old family man contemplating relocation due to possible ownership change. He offers 10 years of solid experience in every phase of radio. Has good appearance, programming background, and a brief encounter with tv. Holds 1st phone, and likes to sell. Excellent news delivery, and top-notch play-by-play. Primarily interested in sports-sales position with progressive am or am/tv operation prefering permanent personnel. Would like southwest location, but will promptly answer all inquiries from stations offering attractive proposition. Suggest you clip this and hold for future reference if your staff is full at the moment. Present managerial position pays $8,500. Box 636C, B•T.

Announcers

Experienced DJ-announcer. Young, talented, college, car, third ticket, married. Stable, looking for spot with progressive station. Box 269C, B•T.

Combo announcer—PD—7 years, 250 to 5kw. Prefer southeast. Consider all. Box 506C, B•T.

Announcer—DJ, strong news, good commercials, some experience, tape-resume. Box 525C, B•T.

Presently employed in New England as morning man, seeking opportunity with progressive operation. Authoritative news, play-by-play, football, basketball. Box 561C, B•T.

Announcer-engineer, experienced, emphasis announcing, first phone, minimum salary $90. Prefer California or southwest. Box 563C, B•T.

Radio school graduate, 22, male, seeks announcing position. Tape, photo, resume. Box 567C, B•T.

Thoroughly trained, single, veteran, recent graduate of SRT Radio and Television Announcing School. Extremely conscientious. Tape and resume available. Third ticket. Box 568C, B•T.

Experienced announcer in radio and television. Presently employed in radio desires change to television. Tape to prove ability. Box 569C, B•T.

Major market DJ available September 5th. Six years experience. Box 570C, B•T.

Help east! Top-rate Mpls.-St. Paul DJ desires to locate in East. Solid background. Seven years experience. Box 571C, B•T.

Attention Florida! Veteran staff announcer-DJ seeks permanent position in south. Best references radio and tv. Box 572C, B•T.

Anxious to move to west coast. Much radio, some tv; single, 28. Top-notch announcer-DJ. Box 573C, B•T.

Attention metropolitan stations. Do you need—a program to appeal to housewives? A network—quality production? A top air salesman? Sixteen years in radio and the answers to the above questions. Box 575C, B•T.

Experienced, reliable announcer presently employed, seeks position with progressive organization. Tape on request. Background and ability will please you. Box 579C, B•T.

DJ hillbilly or pop 3 years experience, also news, versatile. Box 580C, B•T.

Young radio announcer, (22) qualified all phases, DJ, control board. Willing worker, gets along well with people. Box 583C, B•T.

RADIO

Situations Wanted—(Cont'd)

Young, country announcer—musician with 1st ticket. 5½ years including construction experience. 3½ as chief. Looking for a small southern tower to make a home for my family. Above average salary required. Personal interview preferred. Box 584C, B•T.

Have seen the world. Now ready to settle down and become part of a community. Most important to me is "can I help you," second is, living wage. $100 minimum, three months trial, then yearly contract. Five years experience and first phone. Box 593C, B•T.

Staff announcer—recent radio school grad. Strong news and commercials, good DJ. Write copy—board—third ticket. Tape, resume on request. Box 594C, B•T.

Deep voiced, dependable. Strong newscasting, commercials, continuity, recent Pathfinder graduate. Past experience: Theatre manager and booker, newspaper man, advertising, public relations. Personable, no-drinking, 41, third ticket; go any where. Box 595C, B•T.

Announcer. 17 months am-fm experience. Presently employed, draft exempt. Want 200 miles of N.Y.C. Box 608C, B•T.

Announcer with extensive metropolitan experience wishes to relocate. Heavy of DJ, commercials, staff, news. Married, stable, college. Looking for future. Box 619C, B•T.

Staff — sportscaster — DJ — football — baseball play-by-play—strong news—commercial—travel—tape. Box 620C, B•T.

Young and experienced staffer. Good job on play-by-play. Not a drifter and hard worker. Salary not a problem. Box 626C, B•T.

Young and well versed all phases, top DJ, strong news, commercials, will travel, looking for station with good future. Box 627C, B•T.

Strong DJ music background. Good news, commercials and possible sports. Recent graduate. Box 628C, B•T.

Sports—play-by-play country and hillbilly music. Southern background. Interested in sales. Recent graduate. Box 629C, B•T.

Announcer—taught all phases of radio by top N. Y. announcers—vet. Single, tape on request. Box 630C, B•T.

Announcer, six years experience. Thirty, married, family. Radio or tv. Gene Books, 418 Green St., Big Rapids, Mich.

Grand, upright, square. That's the piano, noblest of all instruments. And, for a young gus announcer (21) who can handle news, DJ, and central board try Chris Caroll, 101 Starr Street, Brooklyn, N. Y. EV 6-5608 (after 6 p.m.).

Looking for staff opening. Fully qualified young, ambitious, excellent voice. Past N. Y. radio and tv school training experience. Tape or in person upon request. Jack Civiletti, 1842 West 8th Street, Brooklyn 23, N. Y.

Announcer-DJ . . . presently employed at 10kw . . . contact Hugh Hall, KSYD, Wichita Falls, Texas.

Fred Holt—radio personality—available. Experienced, seven years WCKY newscaster. Handle anything except DJ. Nominal salary expected. 2529 Hollenshade, Cincinnati, Ohio.

Announcer, eight years, earning $375 monthly. Present five kilowatt employer says that's his top. Family man, 30, wants secure position good station midwest. Jack Larkin, 202 Court, Merrill, Wisconsin.

Technical

Graduate engineer-announcer, plenty of experience. Box 375C, B•T.

Engineer, experienced, first phone, ham ticket, no announcing, southeast preferred. Box 587C, B•T.

Engineer, desires permanent position as CE or staff engineer with progressive station. 9 years experience. Good references. Will consider any location, prefer south. Box 602C, B•T.

First phone, anxious to learn practical engineering either tv or radio. Three years control room experience, 25 years, single. Box 624C, B•T.

First phone and combo men available for immediate employment. Grantham, 737 11th Street, N. W., Washington, D. C.

RADIO

Situations Wanted—(Cont'd)

Programming-Production, Others

Program—sports director, 7 years, all around experience, emphasis sports. Box 585C, B•T.

Experienced woman copywriter would like position in Birmingham, Alabama. 3rd class ticket. Will furnish resume. Box 596C, B•T.

Mr. Manager, if you'll fill your copywriter's vacancy with me, we'll both be happy. Qualifications include: Degree in journalism, imagination and honesty. I'm blind, but don't let it stop you. I don't. Prefer city 50,000 or smaller. Write John McCawley, 755 DeBarr, Norman, Okla.

Copywriter-announcer!! Commercial station experience. Resume on request. Jerry Niemiec, 3637 S. Winchester Ave., Chicago 9, Ill. Phone: Virginia 7-1011.

TELEVISION

Help Wanted

Salesmen

Wanted: Tv salesman for medium size, one station, uhf market. Must have uhf selling experience. Must be young and eager. Good salary, plenty of prospects at established mid-Atlantic states operation. Write Box 588C, B•T.

$300. Yours per sale of each tv projector (4' to 12' pix) to hotels, tv studios, churches, schools, racetracks, clubs, industry, advertisers, agencies, theatres, department stores, etc. Idea men. Box 625C, B•T.

Wanted at once, television salesman. Rich vhf market. NBC affiliated. Radio experience necessary. Outstanding opportunity. Write Box 638C, B•T.

Account executive. WXEX Television, the 1049 foot tower, 316,000 watt basic NBC station, in the Richmond, Petersburg and central Virginia market, seeks one top-notch experienced salesman. Salary plus commission. Write: George Olivier, Sales Manager, WXEX Television, Petersburg, Virginia.

Announcers

Announcer-director. Small southern market, two major networks, good opportunity for right man, must have some experience. Send complete resume with picture. Box 544C, B•T.

Need at once, tv announcer for vhf station in southwest. Send full details, "photo," tape and salary, first letter. Box 547C, B•T.

Growing central California tv station needs two reliable, experienced on-camera announcers, who are capable of doing or learning camera work and directing. Excellent opportunity, ideal climate. Send resume and photo immediately to Box 617C, B•T.

Sports director: One of midwest's most progressive tv stations affiliated with NBC-TV, soon to go 316kw needs top-notch experienced sports man an sports minded coverage area. Unlimited opportunities. Write Box 622C, B•T.

F. C. C. 1st PHONE LICENSES IN 5 TO 6 WEEKS

This we advertised and this our students have accomplished. We have enlarged our classes but maintained our success.

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RADIO OPERATIONAL ENGINEERING SCHOOL
1150 W. Olive Ave. Burbank, Calif.

More than 1700 Successful Students.

TELEVISION

Help Wanted—(Cont'd)

Technical

Maximum power vhf has opening for experienced studio and transmitter engineers. Emphasis on maintenance. Permanent positions. Apply Box 523C, B•T.

Chief engineer wanted: Need two good engineers badly for television. One to be chief and assume all responsibility for staying on the air. Will consider someone who has never been chief. Salary is open. Eastern USA . . . will advance moving expenses. Box 639C, B•T.

Tv continuity director wanted. Send resume and sample copy to: Program Director, Cowles Broadcasting Company, KVTV, Sioux City, Iowa.

Production-Programming, Others

Copywriter—outstanding opportunity for experienced man with progressive midwest station, 6 years on air. Insurance, paid vacation, congenial surroundings. Starting salary in neighborhood of $325 a month, with excellent chance of advancement. Send complete information to Box 637C, B•T.

Situations Wanted

Salesmen

Announcer-salesman, tv and radio, local newsman. 1700 sponsored newscasts last year. 8 years' experience. Box 560C, B•T.

Announcers

Talented metropolitan announcer with broad experience in sports, news, kid shows, seeks opportunity to specialize in tv. News or sports. College grad, 26, 4 years radio, 1½ years vhf tv. Box 607C, B•T.

Want a top local tv show . . . with network schmaltz? Desire change. "Murray-Go-Round" . . . tv-deejay . . . low-budget show. Records . . sketch-artist . . pantomime . . etc. Visual interest . . audio pleasure. Formerly WEEK-TV, Peoria . . . WTVJ-TV, Miami . . . WXIX-TV, Milwaukee. 12 years radio . . . 2 years tv. Ad-lib perfection. Hal Murray, 4904 West Forest Home, Milwaukee, Wisconsin.

Technical

Experienced, capable chief engineer desires position. Highest references. Emphasis on new construction. Will consider supervisory position with large established station. Box 562C, B•T.

TELEVISION

Situations Wanted—(Cont'd)

Engineer, first phone, control experience on audio, video projection and maintenance, also experience as TD. Married, school age children, permanent position desired. Box 591C, B•T.

Tv engineer desires supervisory position with new vhf. Five years experience all phases xmtr, studio and remote operation and maintenance plus one year am xmtr. Have done construction. Excellent references. Box 633C, B•T.

Experienced tv engineer, 1st phone. All phases operations and maintenance. Box 635C, B•T.

Programming-Production, Others

Motion picture photographer. Newsreel and productions. Experienced all phases of; silent, sound, lab, editing, synchronization. Married-dependable-references. Available September 19. Box 564C, B•T.

Program director-production manager, 3 years all phases tv. Currently employed at large vhf as producer-director, young, willing, not afraid of work. Box 582C, B•T.

Cameraman 2 years experience all studio operations. Seeking production opportunity. References. Box 631C, B•T.

Tv producer-director. 8 years station experience. Experienced all phases production, remote-studio. Age, 27. Married. Seeks job station or agency. Presently employed major market station. Box 632C, B•T.

FOR SALE

Stations

Upstate New York independent, single station market, serving two principle cities, combined neat operation, studio, offices, transmitter, all located in center of city. 5 year lease with option for 5 additional years and opportunity to buy building. Rent $150 monthly. Terriffic opportunity to make money. $55,000. $35,000 cash. No brokers. Principals only. Strictly confidential. Box 577C, B•T.

Medium city. Nationally famous southwest tourist mecca. Delightful climate. Market over 200,000 per owner. $15,000 cash will handle. Ralph Erwin, Broker, Box 811, Tulsa.

FOR SALE—(Cont'd)

Free list of good radio and tv station buys now ready. Jack L. Stoll & Associates, 4958 Melrose, Los Angeles 29, California.

Equipment, Etc.

RCA TF5A superturnstile. Tuned channel 5 but tunable 4 or 6. Box 500C, B•T.

RCA Houston Fearless studio camera dolly type TD10A. Rubber tired wheels. Cable guard on each wheel. No friction head included. Original price $2,800. Reconditioned within last 6 months. Box 57 C, B•T.

Offers wanted: Two RCA pickups, filters and spare head MI-4875G, distortion meter RCA 69A, oscillator RCA 68B. Box 592C, B•T.

AMPEX 350 console, 250 two case portable, 600 and 620 portables. Also 450 playback. All like new—reasonable. Box 611C, B•T.

New, in original crate, 265 feet, Andrew type S-450, ⅞" coaxial cable . . . WIFM, Elkin, N. C.

Used, Presto disc recorder type K $200.00. WIFM, Elkin, N. C.

One RCA TTU-1B. One kw transmitter complete. One 1183-T3 General Radio station monitor: One BWU-4A visual demodulator and 550 feet 6⅛ inch 75 ohm transmission line. This uhf equipment in excellent condition and priced at approximately 50% off. WJTV, P.O. Box 1847, Jackson, Mississippi.

Fm equipment offered for sale at public auction Tuesday September 20, 1955, 10:00 a.m., 340 Federal Building, Los Angeles, California. For inspection and viewing contact Fred E. Carr, 3461 Russell, Riverside, California. Box 987. Phone OVerland 6-0260. GE 250 watt transmitter 4bt1al; GE 3000 watt fm amplifier 4bt3al; GE 10 kw fm amplifier 4bf3al; IH 10 kw gasoline-driven 110/220v generator with presto tank, as is; miscellaneous items. Opening bid of $2500.00 already received.

16 structural towers 165' to 258' batter leg Blaw Knox type. 13 Marconi tubular type masts 407'. Located former RCA Communincations Center, New Brunswick, N. J. Contact REpublic 9-0414, New York City.

General Radio 916-A bridge. Excellent condition. $395 F.O.B. J. G. Rountree, Consulting Engineer, 5622 Dyer, Dallas 6, Texas.

TOP FLIGHT TELEVISION PERSONNEL

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PRACTICAL EXPERIENCE

CHICAGO

These people are now available! And, they can save you Dollar$ as well as time because they have been thoroughly trained in the principles of TV broadcasting, they have had practical experience with standard equipment in our completely equipped studios under professional instruction, and yet they are entirely receptive to your station's ideas and ways of doing things. From these two classes you will find individuals trained and thoroughly qualified for nearly any phase of Television work. Let us know of your needs. For IMMEDIATE resume and complete details, write, wire or call *collect,* John Birrel—BE 7246.

NORTHWEST RADIO & TELEVISION SCHOOL

1221 N. W. 21st AVENUE • PORTLAND, OREGON

WITH SCHOOLS IN

HOLLYWOOD • CHICAGO • WASHINGTON, D. C. • PORTLAND

WANTED TO BUY

Stations

Financially qualified, experienced and successful station owners want to buy for cash or terms—am station in one or two station market in Pennsylvania or New Jersey. No brokers, all replies confidential. Box 430C, B•T.

Experienced broadcaster desires purchase profitable small station northeast. Cash down payment. Will operate. Box 589C, B•T.

Florida, small efficient owner operator type am station wanted by experienced operator. Box 601C, B•T.

Stations wanted. Radio and tv. Growing list of clients waiting. All market sizes. Arkansas, Missouri, Texas, Oklahoma, Kansas. Ralph Erwin, Broker, Box 811, Tulsa, Oklahoma.

Attention station owners. I have clients waiting for metropolitan stations, cities over 200,000. Current billings not important. Texas, Oklahoma, Arkansas, Missouri, Kansas. Ralph Erwin. Licensed broker. Box 811, Tulsa, Oklahoma.

All or part of small am. Qualified all phases including engineering. Replies confidential. C. G. Huey, P. O. Box 421, Decatur, Ga.

Equipment

Urgently need one complete 900 mc studio transmitter link complete with antennas. Prefer good used equipment. Box 321C, B•T.

6 or 8 bay fm antenna, preferably Collins. Tuneable to non-commercial educational frequencies. Box 578C, B•T.

Complete fm station equipment or any part. Full particulars and price first letter. Box 612C, B•T.

Wanted: Used 3 kw fm transmitter, fm modulation monitor, antenna and coax. Contact Radio Station WNES in Central City, Kentucky, immediately.

RCA 76-B or later model consolette. Wire John V. Gosney of condition, quoting price, Talcottville, Conn.

One kilowatt Collins fm transmitter. Advise price, condition, hours used. Box 729, Glendale, California.

INSTRUCTION

Get your FCC first phone license quickly. Intensive, personalized instruction by correspondence or in residence—Washington, D. C., or Hollywood, Calif. For details, write Dept. 1-M, Grantham School, 737 11th Street N. W., Washington, D. C., or 5910 Sunset Blvd., Hollywood 28, Calif.

FCC first phone license. Start immediately. Guarantee coaching. Northwest Radio & Television School, Dept. B, 1221 N.W. 21st Street, Portland 9, Oregon.

RADIO

Help Wanted

WE NEED PROFESSIONALS

for positions as

Station Managers
Salesmen
Combo men (1st phone only)

Minimum Requirements

5 years radio experience
under 30 years of age
Stable past

These jobs are tough—But good men will receive excellent salaries plus ownership in a growing chain of AM operations—

All replies held in confidence

Send complete resumes and tapes to:

Keith Moyer
1025 W. Market
Taylorville, Illinois

RADIO

Help Wanted—(Cont'd)

My name is "Willy."
I'm a radio station.
I pick only the best music—
The best sponsors—
And the best announcers.
Very capable, experienced,
Top quality announcer—
That's all I buy.
Excellent salary to—
Excellent announcers.
Send tape and resume to WLLY,
Hotel Raleigh,
Richmond, Virginia.

Situations Wanted

Do You Need A Man With These Qualifications?

An absolutely proven radio and television expert.
Thirteen years radio experience—all phases.
Seven years as radio and television director for a 4A agency.
Three years TV operation in a major market. Put station on the air . . . selected most of staff . . . programmed the station . . . bought all film properties . . . supervised all phases of the operation.
He can be most proud of the regard of his business associates.
He won't work for peanuts . . . but he can fill the bill and you'll be happy you've got him.
If you need this man, give him a reply and he'll sell himself.
This message was not written by the applicant . . . but by one who knows and will guarantee his qualifications.

Box 616C, B•T

TELEVISION

Help Wanted

Salesman

SO HERE WE ARE!

A television station with great potential, in a fast-growing market.

If you can sell; want to sell and are not afraid to work—if you have faith in TV and are interested in associating with a growing company, which now owns two TV and one radio station, send full information, including photo to

Box 545C, B•T

Technical

TWO TELEVISION ENGINEERS NEEDED

By WXEX, which serves the Richmond-Petersburg area. We are a basic NBC affiliate and operate on 316,000 watts from a 1049 foot tower. You must have TV experience and a 1st class license to qualify. Pay is commensurate with ability. This is a fine opportunity.

WRITE OR CALL
TELEVISION STATION WXEX
PETERSBURG, VIRGINIA
REGENT 3-7876

TELEVISION

Situations Wanted

Managerial

RADIO-TV EXECUTIVE

Young aggressive TV general manager with 8 years management and sales background in radio and TV . . . complete knowledge of and experience in station management, sales programming, network and agencies.
Excellent references. Your further inquiry and interview invited.

Box 640C, B•T

Production-Programming, Others

Program Director
Experienced Announcer

Interested in radio or television production? Ready for better position? Contact WJMA, Orange, Va. Phone 7263.

FOR SALE

Equipment

NEED FM EQUIPMENT
WEST COAST STATION WANTS

10 KW FM Transmitter or Amplifier—G.E. or R.C.A.
Preferred Side Mount Antenna—Four Bay or More
Frequency and Modulation Monitor
1⅝" Rigid Coax. Feedline, Hangers, Mounting Accessories, etc.
If you have any or all of this equipment, write stating condition, location, and price.

Box 566C, B•T

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

INSTRUCTION

● **Want a TV or Radio Job?** ●

Trained announcers, producers, writers now in demand

NATIONAL ACADEMY of BROADCASTING
Est. 1934
3338 16th Street N.W.
Starts new term Sept. 26
Enroll now . . . DE. 2-5580
● **PLACEMENT SERVICE** ●

EMPLOYMENT SERVICE

Make CADILLAC your Chicago Headquarters for placement or procurement for all types of Radio-TV Personnel.

ARTHUR R. SNYDER
CADILLAC EMPLOYMENT AGENCY
220 S. STATE, CHICAGO,
WA 2-4800

New Battle of the Quizzes

WITH depressing inevitability, a spate of loot-laden quiz shows is about to break out in television in a frenzied effort by rival networks to cash in on the fabulous success of *The $64,000 Question* on CBS-TV.

It will be a case of recent, if gloomy, history repeating itself. It was only seven years ago that network radio engaged in a near-suicidal orgy of quiz shows that drove such reliable entertainers as Fred Allen into limbo.

It will be recalled that in June 1948 Mr. Allen plummeted from his traditional place in the first 15 Hooperatings to 38th and retired for the summer after bitterly announcing: "If the giveaway programs prevail, radio's few remaining listeners will get into the spirit of things and give away their radios."

The show that pulled the rug from under Mr. Allen's Hooper was *Stop the Music*, a program which since then has undergone a transition to television and, as reported here last week, will be spruced up for its return to ABC-TV this fall. Obviously it will have to offer more than the $20,000 jackpot it gave away in its radio heyday if it hopes to compete with a program that dangles $64,000 cash as first prize.

Meanwhile, NBC-TV this fall will be telecasting *Big Surprise* which promises to give winners their "lifelong ambition, regardless," plus up to $100,000 in cash. It will be hard for any show to top that.

The hope must be held, of course, that the giveaway craze on television will wear itself out, and at an earlier stage of development than that reached by the eruption of giveaways on radio. In the summer of 1948 there were 48 regularly scheduled giveaway programs on the four radio networks. By conservative estimate they distributed a million dollars worth of prizes. The sheer abundance of such programs and the munificence of their charities eventually killed them off.

The same fate awaits the giveaways on television, if the trend toward imitation of *The $64,000 Question* gets out of hand.

Candidate Kefauver

UNFORTUNATELY for his political aspirations—which are intensifying by the hour—Sen. Estes Kefauver's report last week on "Television and Juvenile Delinquency" lacks the yeasty flavor of the goings-on before his Crime Committee of four years or so ago.

In last week's report by his Juvenile Delinquency Subcommittee, the old zing is gone. To be sure, the Senator is still coming out four-square against crime, but in this case he has unearthed no criminals to match, for morbid appeal, those whom he presented in his 1951 pre-Presidential exertion. Reading the latest Kefauver report, one almost yearns to encounter a manicured underworld czar like Frank Costello, a fallen beauty like Virginia Hill. But all he finds is a celluloid Hopalong Cassidy, a Roy Rogers with a box of crispy, crunchy cereal in hand. It is hard to work up a hate against even the bad guys that tangle at Eagle Pass with Hopalong and Roy.

In essence the Kefauver subcommittee found that television and especially television cowboy shows are choked with violence and sadism which are bound to have an undesirable effect on the impressionable young. If the report had not gone beyond such a palpably ridiculous finding, it could be dismissed as a desperate groping for publicity by a man who cannot drive by the White House without breathing hard.

But the Senator's subcommittee makes recommendations that television broadcasters and their advertisers will have to take seriously. Among the proposals: stricter FCC control of programming as well as FCC authority to levy fines and revoke licenses of stations that violate FCC-established standards; legislation to establish a Presidential commission to report on tv programs considered detrimental to the young; formation of local "listening councils" to monitor tv; 100% station membership in the NARTB as a means of obtaining "collective responsibility" for maintaining high program standards.

These proposals are variously illegal, silly and ominous. To urge the FCC to control programming is to flout the Communications Act which specifically prohibits FCC censorship of programs. To suggest that agency be given authority to levy fines is to propose its assumption of judicial duties which belong nowhere but in the courts.

Drawn for BROADCASTING • TELECASTING by Duane McKenn
Idea suggested by staff of KXLK Great Falls, Mont.

"Best morning man we've ever had."

It would be equally illegal for the government to try to force all stations to join any trade association.

Government-sponsored national and local watchdog committees are silly in the conception but ominous in the threat of organized pressure they could exert.

In all, the Kefauver subcommittee recommendations add up to a vision of unbearable government control. Lest the vision turn into reality, broadcasters must discourage Congress and the FCC from taking a cue from the ambitious Sen. Kefauver.

Certainly broadcasters have a responsibility to keep violence in programs to a sensible minimum, and we suggest they have been doing so. The true cause of juvenile delinquency is not crime shows on tv. It was identified accurately last week in a letter from former President Harry S. Truman to Sen. Kefauver. The way to cure delinquency, said Mr. Truman, was for parents to take more interest in their children, keep closer control over them in their developmental years.

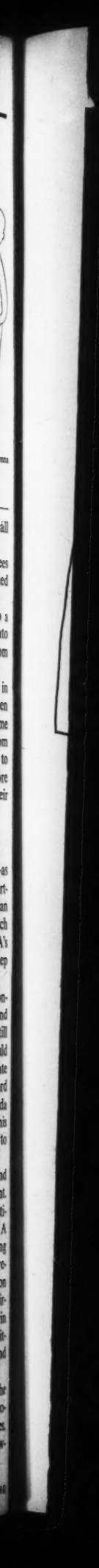
Next: Courtroom Telecasts

THE unanimous acceptance of television—and radio, too—as well-mannered, efficient and unobtrusive members of the reporting profession at last week's American Bar Assn. convention can be interpreted as a major event in broadcasting history. Much more important, the admission of the electronic media into ABA's sacred halls can justifiably be called an outstanding, if tardy, step forward in legal history.

As explained elsewhere in these columns, tv and radio demonstrated convincingly that they can cover a public proceeding and even a court trial without using the usual glare and clatter of still and motion picture photography. No more difficult auditorium could have been picked for this demonstration of dignified and accurate reporting than the huge antique ballroom of the Bellevue-Stratford Hotel in Philadelphia, lighted only by scattered 15 and 25 w Mazda bulbs. The lighting was barely adequate for reading. Yet in this dim hall, three tv cameras fed clear, sharp closed-circuit pictures to a dozen tv receivers without the use of supplementary lighting.

Not a member of the ABA's House of Delegates, a dignified and solemn legislative body, was annoyed by the electronic equipment. The nation's top jurists have been notoriously anti-radio and anti-television every time courtroom coverage has been mentioned. A few years ago a request for closed circuit experimental telecasting wouldn't have received 10 votes, in the words of Lloyd Wright, retiring ABA president. Last Monday the House approved a petition by Judge Justin Miller, NARTB legal advisor and ex-board chairman and president, by a unanimous vote, an important victory in the long-time fight of NARTB's Freedom of Information Committee to obtain judicial notice of the existence of electronic media and of the public's right to know what is going on in the courtroom.

A generation of Americans is growing up accustomed to the presence of camera and microphone at public events. The legal profession clings to tradition and to centuries-old rhetoric and doctrines. It has adjusted slowly to progress. At last there are signs that lawyers and judges are learning the facts of modern life.



Duane McKenn

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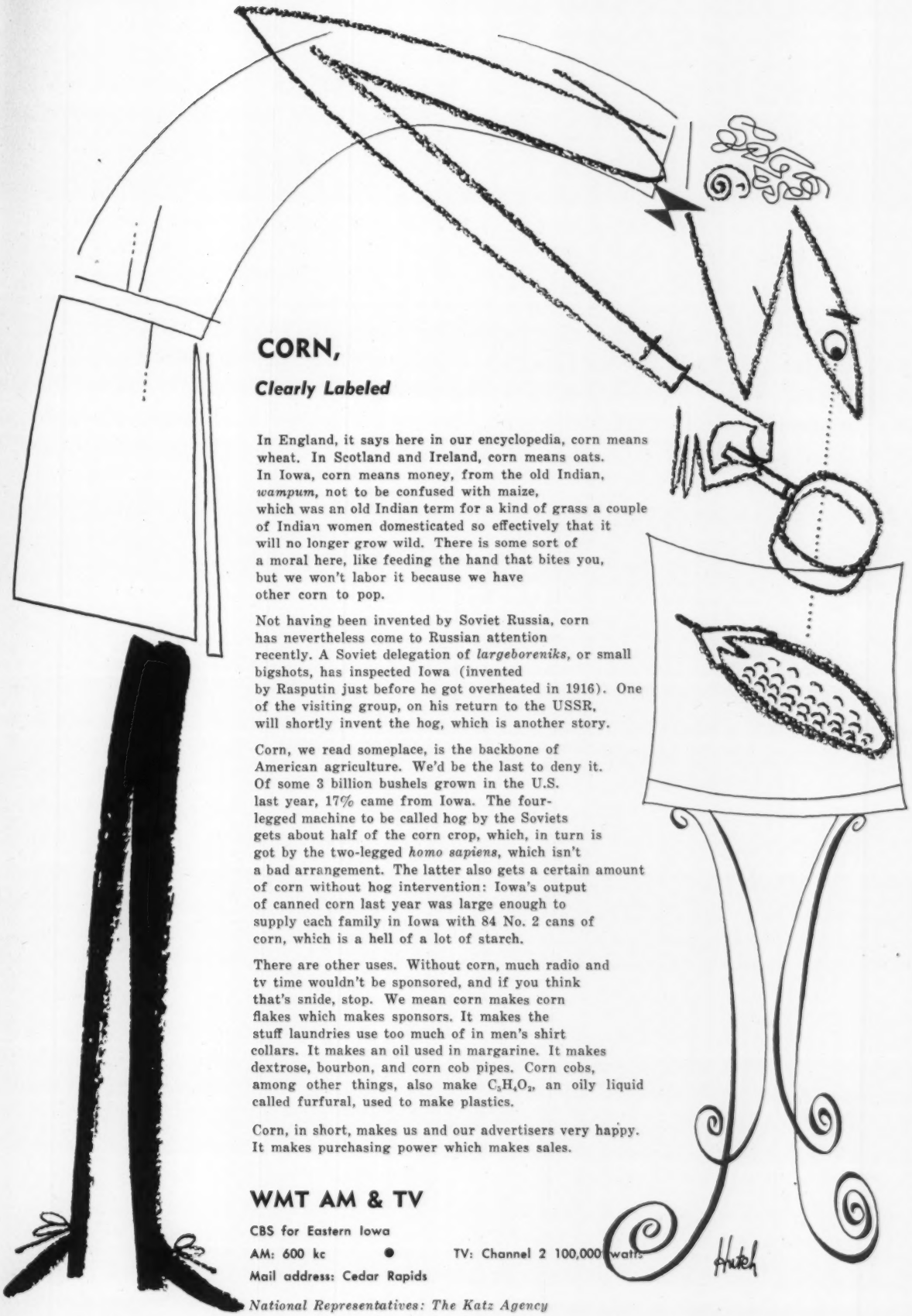

CORN,

Clearly Labeled

In England, it says here in our encyclopedia, corn means wheat. In Scotland and Ireland, corn means oats. In Iowa, corn means money, from the old Indian, *wampum*, not to be confused with maize, which was an old Indian term for a kind of grass a couple of Indian women domesticated so effectively that it will no longer grow wild. There is some sort of a moral here, like feeding the hand that bites you, but we won't labor it because we have other corn to pop.

Not having been invented by Soviet Russia, corn has nevertheless come to Russian attention recently. A Soviet delegation of *largeboreniks*, or small bigshots, has inspected Iowa (invented by Rasputin just before he got overheated in 1916). One of the visiting group, on his return to the USSR, will shortly invent the hog, which is another story.

Corn, we read someplace, is the backbone of American agriculture. We'd be the last to deny it. Of some 3 billion bushels grown in the U.S. last year, 17% came from Iowa. The four-legged machine to be called hog by the Soviets gets about half of the corn crop, which, in turn is got by the two-legged *homo sapiens*, which isn't a bad arrangement. The latter also gets a certain amount of corn without hog intervention: Iowa's output of canned corn last year was large enough to supply each family in Iowa with 84 No. 2 cans of corn, which is a hell of a lot of starch.

There are other uses. Without corn, much radio and tv time wouldn't be sponsored, and if you think that's snide, stop. We mean corn makes corn flakes which makes sponsors. It makes the stuff laundries use too much of in men's shirt collars. It makes an oil used in margarine. It makes dextrose, bourbon, and corn cob pipes. Corn cobs, among other things, also make $C_5H_4O_2$, an oily liquid called furfural, used to make plastics.

Corn, in short, makes us and our advertisers very happy. It makes purchasing power which makes sales.

WMT AM & TV

CBS for Eastern Iowa

AM: 600 kc ● TV: Channel 2 100,000 watts

Mail address: Cedar Rapids

National Representatives: The Katz Agency